

LIFE



SUMMER
PLAYCLOTHES

JUNE 6, 1949

20

CENTS

YEARLY SUBSCRIPTION \$6.00



You get *far more* with COLD CLEAR TO THE FLOOR!

You save shopping trips!

You need never be unprepared, with this polar-cold Frozen Food Chest. It holds 50 lbs. of packaged frozen foods and ice cubes. Lets you keep plenty of meats, ice cream, out-of-season treats in the kitchen all the time. You get 4 new-type instant-release ice trays, too!



Save your leftovers!

Keep them behind the glass doors of Kelvinator's amazing Cold-Mist compartment. Here, super-moist cold keeps uncovered foods appetizingly fresh for days. Unwrapped celery and lettuce stay farm-fresh, crisp and delicious. It's food-saving! Time-saving! Money-saving!



You'll save steps, too!

New refrigerated storage space right at hand in Kelvinator's Fruit Freshener. Keep whole bagsful of fruits, vegetables, fruit juices chilled and delicious! Gives you the equivalent of an extra shelf and a half of space. So convenient! So handy!



Yes, there is new refrigerated space in Kelvinator!

Never before so much food space in this size cabinet! Kelvinator is much bigger inside . . . no bigger outside . . . with an exclusively new food-keeping compartment, the *refrigerated* Fruit Freshener! Here's the modern refrigerator of far greater utility . . . of surpassing convenience! Full 8½ cu. ft. within the shelf area *plus* an extra 1½ cu. ft. of cold in the thrilling Fruit Freshener zone! And

you get Kelvinator extra-value features everywhere! Triple-braced door . . . stronger, more rigid! Trigger-action door latch for positive seal! Beautiful aluminum-trim ribbed glass shelves! Plus-power by the Kelvinator Polarsphere unit, sealed in steel, famous for lasting dependability and economy. See beautiful, extra-value Kelvinators at your dealer's. His name is in your classified phone book.

KELVINATOR, DIVISION OF NASH-KELVINATOR CORPORATION, DETROIT, MICHIGAN

GET MORE... Get cold clear to the floor...

Kelvinator

June is Dairy Month—Buy Dairy Products and Ice Cream

LUX TOILET SOAP 25th ANNIVERSARY OFFER!

"Neptune's Daughter" Scatter Pin

in Sterling Silver

ONLY

35¢



\$1.50 VALUE

**AND 2 WRAPPERS FROM
LUX TOILET SOAP—EITHER SIZE**

Esther Williams

Co-Star of
Metro-Goldwyn-Mayer's
SILVER ANNIVERSARY PRODUCTION
"NEPTUNE'S DAUGHTER"



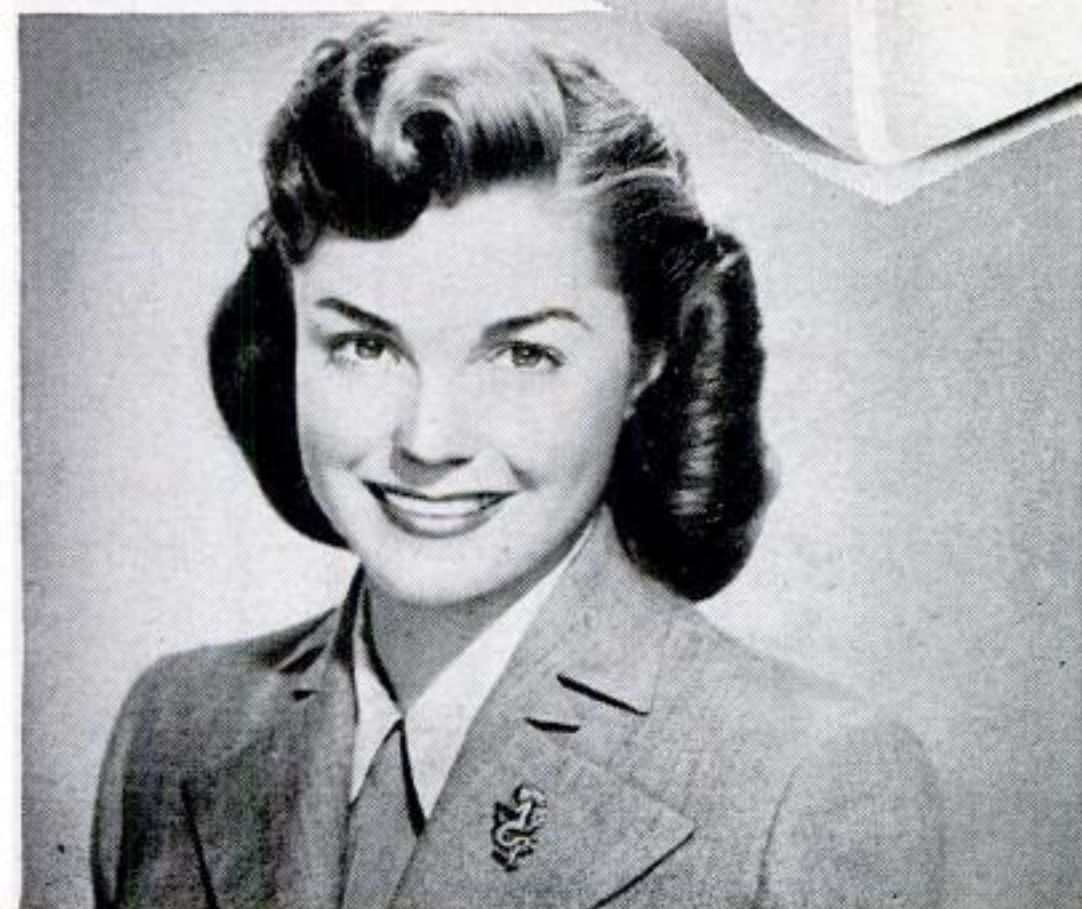
Another fine product
of Lever Brothers Company

To mark its 25th anniversary, the makers of Lux Toilet Soap have had this "Neptune's Daughter" scatter pin created for you by a master jeweler. Exquisitely fashioned in sterling silver with fine safety clasp! You'll want several to wear in clusters or separately to add a smart "costume" touch to suits, blouses or hats.

If you could buy this lovely pin at retail it would cost you \$1.50. It's offered at a fraction of its value in appreciation of women everywhere who, like 9 out of 10 screen stars, depend on fragrant white Lux Toilet Soap for daily beauty care.

Don't miss this wonderful value! Send for your pin today!

9 out of 10 Screen Stars use Lux Toilet Soap!



ESTHER WILLIAMS, lovely Hollywood star who inspired the design of the "Neptune's Daughter" pin, wearing this smart fashion accessory. "I'm thrilled with this pin! It's equally smart worn on a beret or at the "V" of a plunging neckline, as well as on the lapel of your suit," she says.



**SEND FOR YOUR "NEPTUNE'S DAUGHTER"
STERLING SILVER PIN TODAY!**

LUX TOILET SOAP, P. O. Box 835, New York 8, New York.
Enclosed is _____¢ in cash (no stamps, please) and _____ wrapper(s)
from Lux Toilet Soap: send me _____ "Neptune's Daughter"
sterling silver scatter pin(s).

Name _____
(Please print)

Street _____

City _____ Zone _____ State _____

This offer good only in Continental United States (including Alaska) and Hawaii.
Expires Sept. 1, 1949. Offer subject to applicable state or local regulations.

This One



GT7H-CBP-06PX

MOTHER and SON have Fewer Cavities with Amm-i-dent



Think what this amazing ammoniated tooth powder can do for your family!

When Mrs. Dora Scheflan saw a chance of reducing tooth decay—for herself and her young son—she took it! She was one of the first to hear about this great new discovery—Amm-i-dent—while it was still in the “testing” stage. She and young Steven used it faithfully, on the advice of her dentist.

And her hopes came true! She and Steven have had fewer cavities, since using Amm-i-dent!

Time Magazine reports on Amm-i-dent

Now Amm-i-dent's ability to reduce tooth decay is an established fact, based upon many, many other cases like Mrs. Scheflan and her son. Time Magazine devoted a whole article to Amm-i-dent! Parents' Magazine tested Amm-i-dent and commended it to readers.

Newspapers from coast to coast told how the combination of Dibasic Ammonium Phosphate and Carbamide (Synthetic Urea) attacked the acid-forming bacteria considered a major cause of tooth decay—how Amm-i-dent researchers pioneered in this great new discovery.

How about you? Are you using Amm-i-dent Tooth Powder? Are your children brushing their teeth with Amm-i-dent, to fight decay? Have you replaced

your old toothpaste or powder with this wonderful new discovery—for all the family's benefit?

Clean teeth, sweet breath, pleasant taste—

Of course, Amm-i-dent Tooth Powder has been made to give you everything you get from your present dentifrice—*plus tooth decay reduction*. Amm-i-dent cleans teeth superbly, sweetens breath instantly, has a delightful, fresh taste. Mrs. Scheflan said, “Amm-i-dent leaves my mouth feeling cleaner, and fresher than anything I know.”

Don't put off getting Amm-i-dent. The dental health of your family is too important. Fight decay by making Amm-i-dent the family dentifrice.

At all drug counters. No prescription necessary.

SCHEFLAN

Mrs. Dora Scheflan
135 Ocean Ave., Brooklyn, N.Y.
Before using Amm-i-dent:
24 cavities in 8½ years.
(Average: 2.8 a yr.)

Since using Amm-i-dent:
5 cavities in 4 years.
(Average: 1.25 a yr.)
55.3% reduction

Steven (son), age 10
Before using Amm-i-dent:
7 cavities in 3½ years.
(Average: 2 a yr.)

Since using Amm-i-dent:
4 cavities in 4 years.
(Average: 1 a yr.)
50% reduction

Notary Public's Statement:

“I have seen the actual dentist's records of the Scheflan family and their dentist's sworn statement that the above is an exact and accurate description.”

Evelyn A. Roman

Notary Public, State of New York

Amm-i-dent

TRADE MARK

FIRST AMMONIATED TOOTH POWDER



Amm-i-dent is the Trade Mark of Amm-i-dent, Inc., 12 High St., Jersey City 6, N. J.



"Casbah" rayon pajamas, 6.95 • Matching boxer shorts, 1.65 • Tailored cotton undershirt, .85 to 1.50

Something to conjure with — **TEXTRON'S "Casbah"**

From Maine to Morocco everybody goes for comfortable, handsome Textron Menswear. Textron's super pajamas have roomier armholes, anti-bind trousers. Textron's boxer shorts have the famous "parachute seat." Choose Textron Menswear in finest rayons and Sanforized cottons. Pajamas from 3.95 to 6.95. Shorts from 1.00 to 1.65. At leading stores throughout the country.

TEXTRON INC., Textron Building, 401 Fifth Avenue, New York 16, N. Y.

TEXTRON
REG. U. S. PAT. OFF.

BLOUSES • WOVEN LINGERIE • TRICOT LINGERIE • HOSTESS COATS • MENSWEAR

the '49 CROSLEY'S got the WOMAN'S ANGLE!

Twice as much Food where you want it..

IN
FRONT
IN
SIGHT
IN
REACH



Model Illustrated
DA-11 with
10.5 cu. ft.
capacity.

8
BEAUTIFUL
MODELS
all with
THE SHELVADOR

Gilbert Bundy

1. **Shelvador "magic"** doubles the space at your fingertips! Just look at all that extra room for constantly needed foods—right "up front"—in plain sight. Just think of the hunting and poking and nuisance it saves you! And you get the wonderful Shelvador in any Crosley model you select. But *only* in a Crosley!

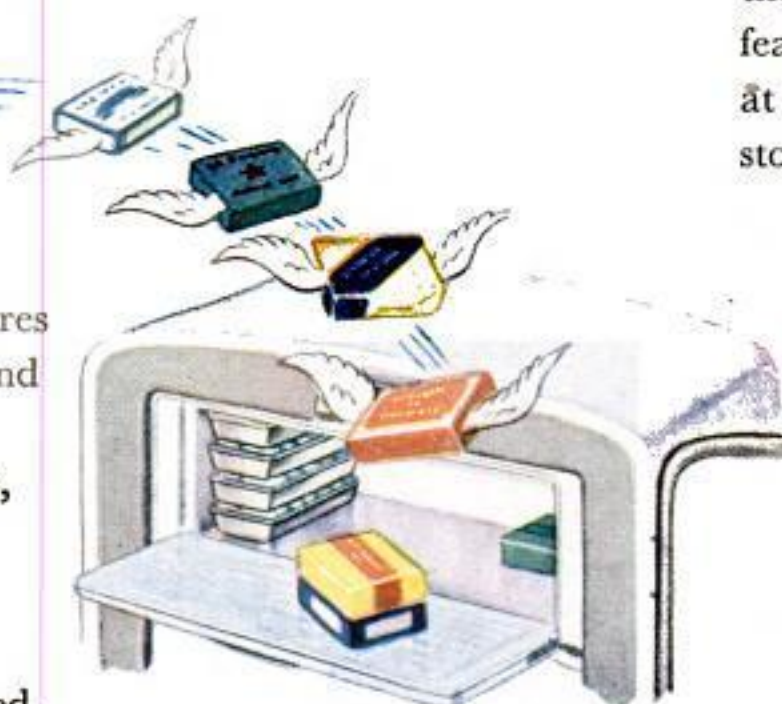


3. **To count up the conveniences** of these queenly new Crosleys, you'd need dozens of fingers! Shelves that lift out easily, divide up efficiently; ice trays that release cubes at a finger-touch; crispers that put fresh life into celery and lettuce; the trigger-action door-latch; the ever-dry STORABIN—too many features to list here. See them all at leading department and furniture stores or your near-by Crosley dealer.

Only
CROSLEY
gives you the
SHELVADOR*

*Made only by Crosley. T.M. Reg. U.S. Pat. Off.

2. **This freezer compartment's a treasure chest!** Imagine—it stores up to 50 pounds of frozen foods! And protects them at near-zero temperature with a doubly insulated, self-closing door which also serves as a convenient rearranging shelf when open. Below, is the roomy DRY-COLD compartment for packaged and bottled foods. And below that, the efficient MOIST-COLD compartment for left-overs, leafy greens, and vegetables. Goodness—you never saw such complete refrigerators as the beautiful new Shelvadors!



and from the man's angle...

- ★ Electrosaver Unit—manufactured in Crosley's own plant—all moving parts selectively fitted for uniform close tolerances—hermetically sealed and permanently lubricated for long, quiet, trouble-free, economical operation. Backed by 5-year warranty!
- ★ All-steel cabinet. Bonderized for rust resistance.
- ★ Rock Wool and Fiberglas insulation up to 47/16" thickness—cuts current cost.
- ★ Oversize door hinges, hardened stainless steel bearings, and bronze pivot pins for easy operation, tight seal, long life.
- ★ Dulux enamel exterior finish—porcelain enamel acid-resisting interior.



CROSLEY
DIVISION

AVCO
MANUFACTURING
CORPORATION

Shelvador* Refrigerators... Kitchen
Freezers... Ranges... Radios
Radio Phonographs... Television
Better Products for Happier Living

CALVERT WATCHES

*take top honors
with everyone!*



Four of a large selection from
\$19.75 to \$52.50
Inc. Fed. Tax

Sold by leading jewelers

CALVERT

The Cherished Watch Word
WATCHES

681 Fifth Avenue, New York 22, N. Y.

LIFE'S REPORTS



MAIL is split by Betty Smith into groups: fan letters, requests, abuses.

BEST-SELLER AFTERMATH

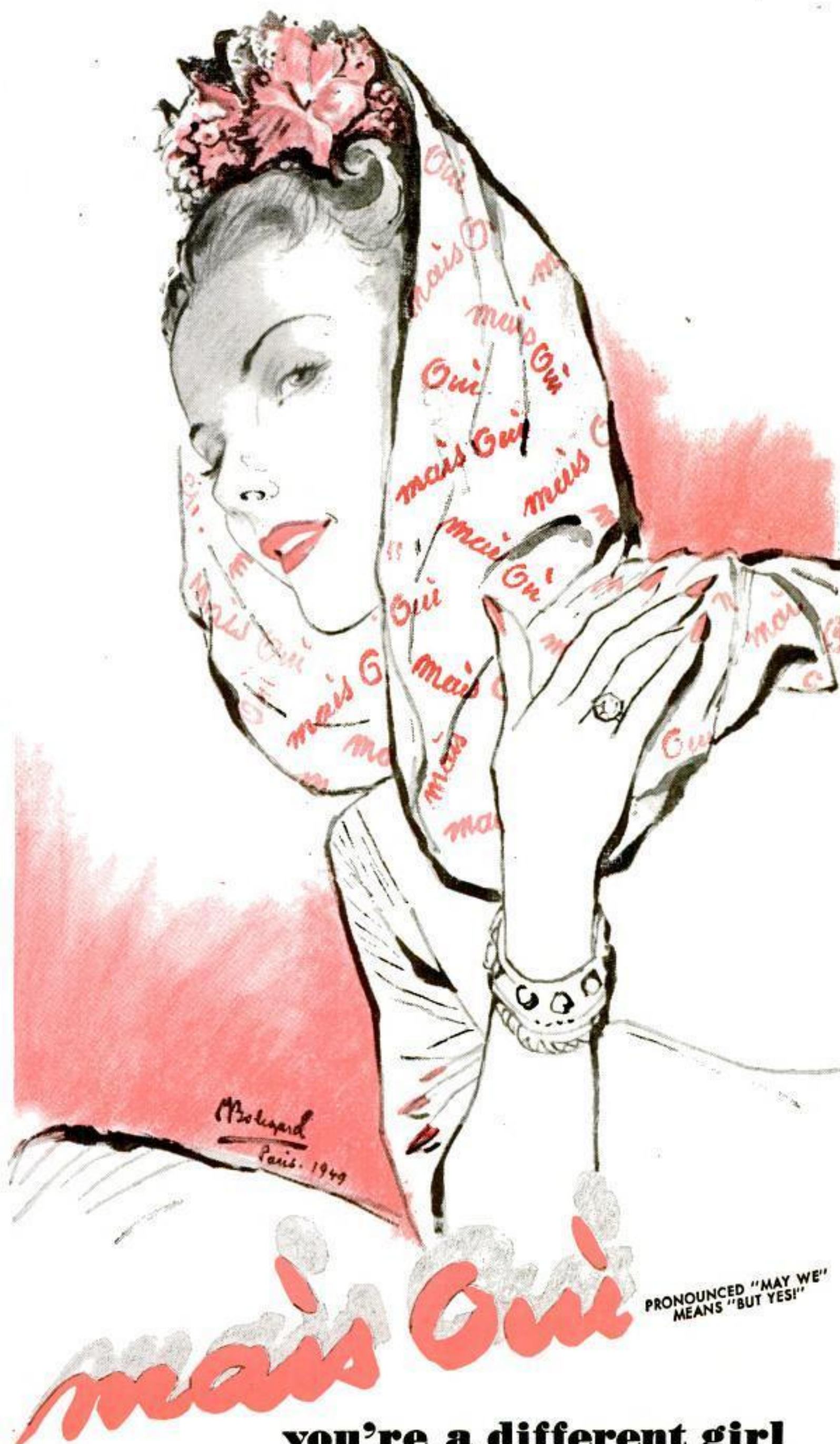
A successful author's
lot is a public life
with lovely troubles

by **BETTY SMITH**

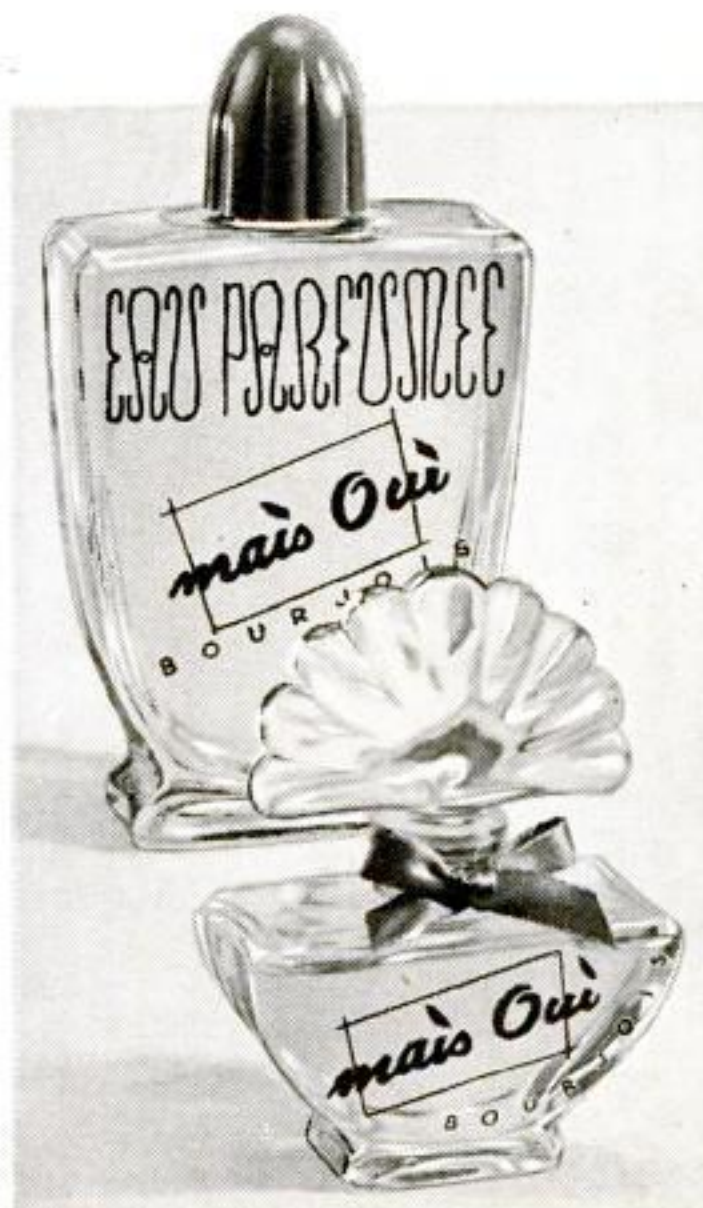
One night about five years ago, I, an obscure writer living quietly and on modest means in a small Southern town, went to bed as usual. I woke up the next morning to be informed that I had become a celebrity. My first novel, *A Tree Grows in Brooklyn*, had been published.

I suppose I'm expected to say that it's "like a beautiful dream come true." I can't say that, however, because it's more like a nightmare. With stunning suddenness I had to adapt myself to a new way of life—a public life. I had to take on a new sense of values and learn a lot of new things. First, I had to learn that my days as a private individual would now be few. Everything I said, did or had published was exaggerated, belittled, condemned or praised. My opinions were labeled. I was told I was anti-this or anti-that, pro-what or pro-whom. I was not expected to be neutral or change my mind—at least, not publicly. I found I couldn't say "Shut up!" to my husband within anyone's hearing without some columnist's reporting that I was "divorcing." I couldn't put on five pounds extra weight or buy a teething ring

CONTINUED ON NEXT PAGE



**you're a different girl
when you wear it!**



Feel a *hundred* times more desirable in seconds! Wear Mais Oui, the perfume with the power to change your whole personality. Wear it every day in every way. "Shower" with sparkingly cool Mais Oui Cologne (Eau Parfume) after the bath.

Remember perfume hidden away accomplishes nothing. But Mais Oui worn has been known to sway kingdoms. Try it! So moderately priced, too, from perfume in purse flacons at \$1.00 to dressing table sizes \$2.00 to \$12.50; Eau Parfume (Cologne) 75¢, \$1.25, \$2.00—all prices plus tax.

BOURJOIS



Ready-to-grind in a matter of *seconds*! Grinder slips quickly into Dormeyer's special built-in Power Drive. Grinds raw or cooked meats, vegetables.



Ready instantly for jiffy juicing! Gets all the delicious, rich "C" vitamins close to the heart of grapefruit, oranges, lemons. Gets MORE juice—saves money!

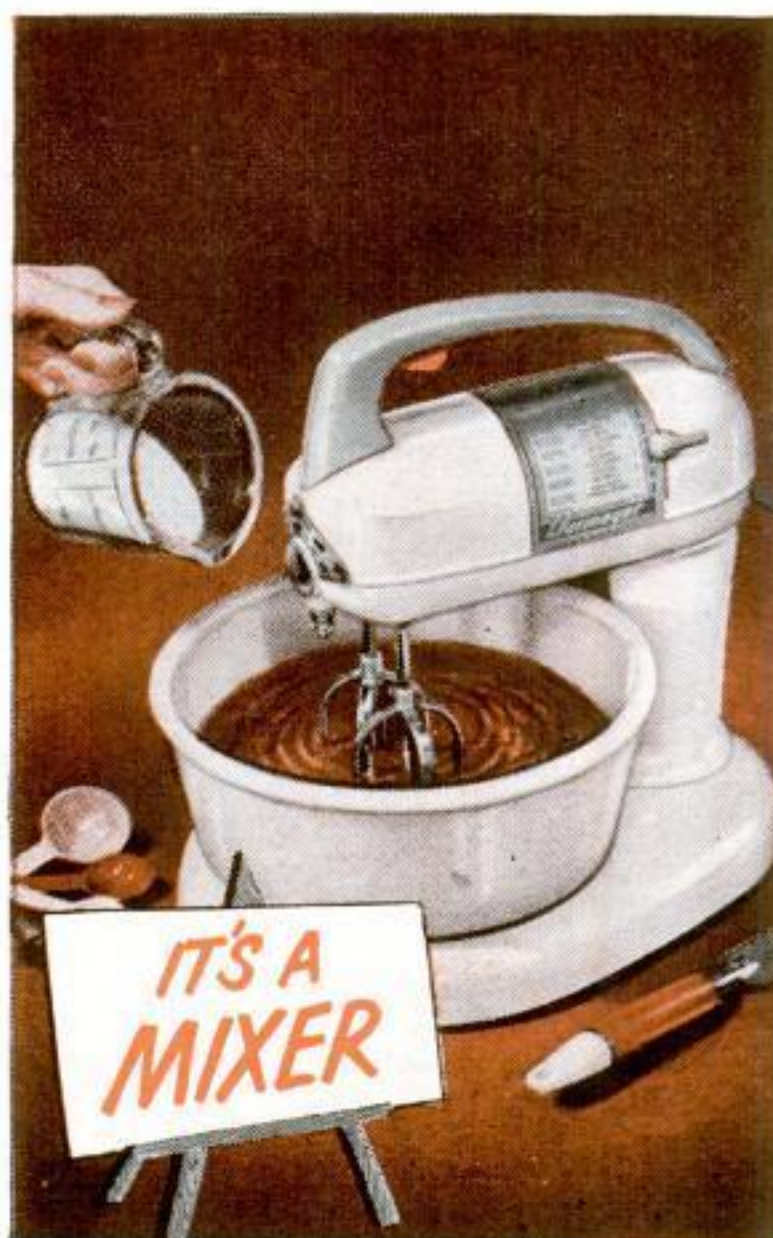


New! Now-the Complete *food-fixer* **DORMEYER**

Mixer-Grinder-Juicer

All-in-one complete unit
for only \$39⁹⁵

DENVER AND WEST—ADD \$1.00

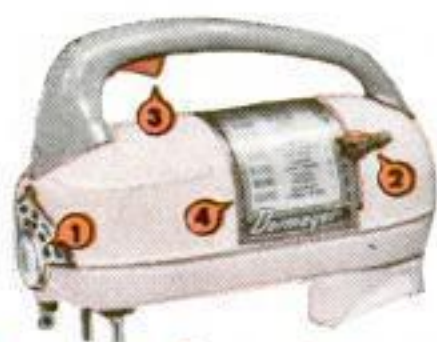


Does all your kitchen mixing easier, faster, better. Dial operated with continuous full power at all 10 mixing speeds, from mashing potatoes to high-speed beating.

Now Dormeyer brings you the only complete food-fixer! Combines all the advanced features of the famous Power-Chef with juicing and grinding attachments included at no extra cost. 10 recipe-tested speeds are automatically controlled. *You dial it Dormeyer does it.* With its rich color harmony, this new Dormeyer Power-Chef is the most beautiful mixer ever designed. Harmonizes with any kitchen. Ask your dealer for a demonstration today. See how this *complete food-fixer* grinds, juices, mixes. Now FOR THE FIRST TIME . . . all in one complete *low price* unit! Mixing, grinding, juicing attachments and 2 matched mixing bowls included.

MORE FEATURES!

1. Full power goes directly to juicer, grinder. Needs no adaptors.
2. Automatic Power Regulator. Steady power at all mixing speeds.
3. New Automatic Beater Release gives easy finger-tip control.
4. 10 recipe-tested speeds for every food-fixing task.



You dial it Dormeyer does it!

THE FIRST NAME IN MIXERS

Dormeyer Corporation, 4300 N. Kilpatrick Ave., Chicago 41, Ill.



NEW MINK came out of *Tree* royalties, but bracelet is old \$15 item.

LIFE'S REPORTS CONTINUED

for a friend's baby without reading soon after that I was "expecting." If I'd been divorced as many times as predicted, I'd be a most unhappy woman. If I'd had as many children as prophesied, I'd be an extremely happy woman.

I've had to learn that even such personal things as my voice and teeth were targets for praise or criticism. I've read, "She has a booming voice incongruous in such a tiny individual." And, "It is so lethal in quality that it puts the listener to sleep in five minutes." Also, "It is low and soft as a gentle wind blowing over a lonely moor." I got used to these analyses. In fact I'm the first one to laugh at the too often repeated gag that I'm the poor man's Talullah Bankhead. A few months ago I declined an iced drink an interviewer offered me because an hour before, I told him, I had had a filling, my first, put into a tooth. This simple social remark came out in print thus, "I have such bum fillings in my teeth that an iced drink makes them hurt."

I've had to learn to give up my lifelong habit of doing everything for myself. Prior to the publication of my first novel I tended more or less adequately to selling my one-act plays and keeping my few accounts and legal affairs straight. But a book that reaches a sale of more than three million copies creates many problems. So one by one I took on an accountant, an attorney and finally an agent. It was a wrench to have matters taken out of my hands, but as time went on I learned to depend more and more on the skilled services of these people. But I cannot turn my writing over to a secretary. That I must do myself even to typing and word counting, wrapping the manuscript for mailing and personally buying the stamps.

I've had to learn some details about what is called the "celebrity angle." I found out the hard way that for a dozen legitimate hard-working photographers there was always one like the

AMERICA'S FIRST NAME IN FORMAL WEAR

After Six

by RUDOFKER



Summer heat won't faze the crisp, cool, "at ease" lines of the new AFTER SIX formal jackets in handsome White, Beige, Pearl Grey, Blue and Maroon. Shoulders are roomy . . . lapels more generous . . . fabrics feather-lite . . . at better men's stores.

WRITE FOR FREE FORMAL
WEAR DRESS CHART "L"

RUDO SUMRWEAR, INC., PHILA. 3, PA.



FORMAL
JACKET,
about
27⁷⁵

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Chrysler's Great

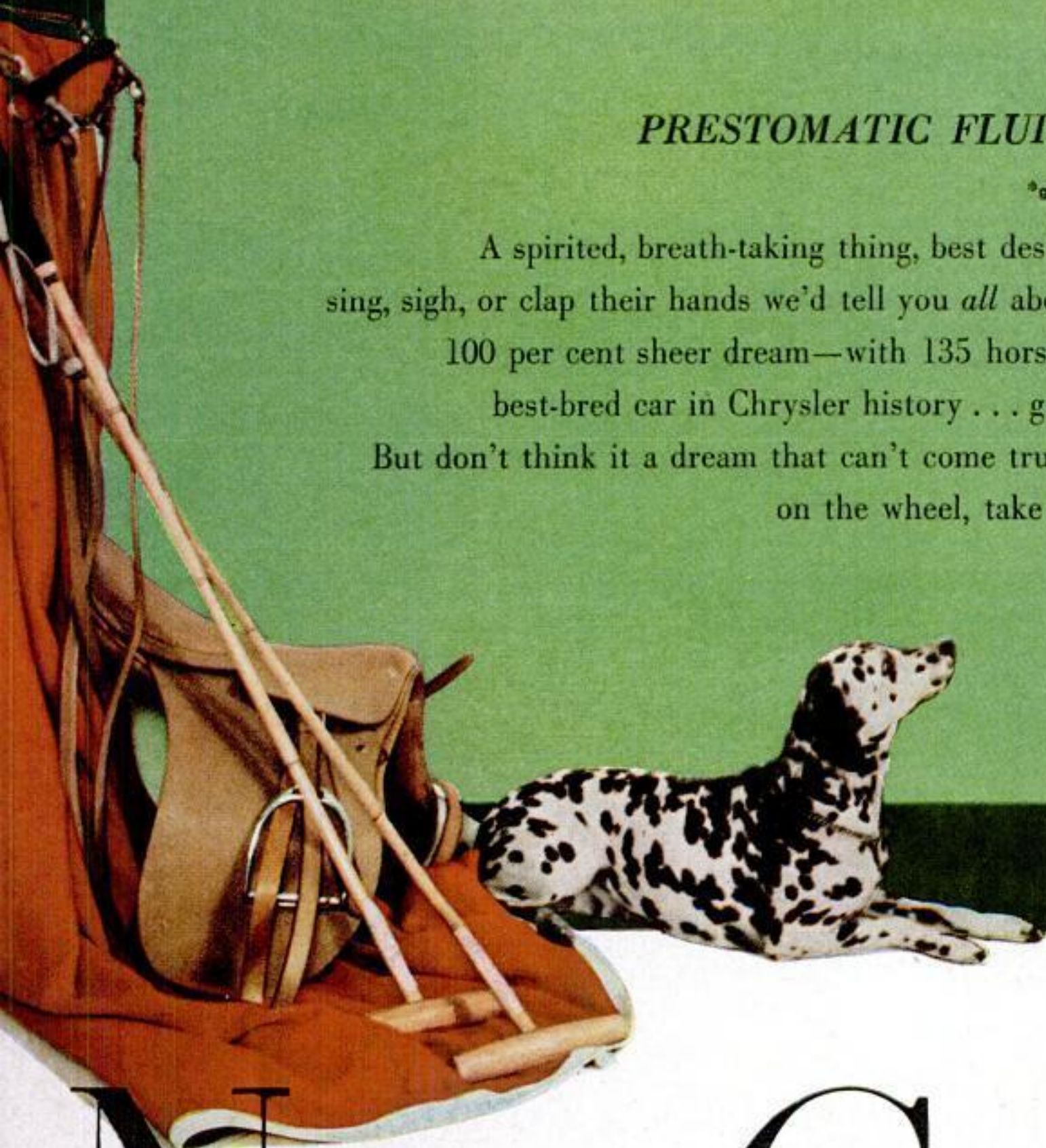
The Beautiful Chrysler | *Silver Anniversary Model*



PRESTOMATIC FLUID DRIVE TRANSMISSION*

*Gyrol Fluid Drive

A spirited, breath-taking thing, best described by a low whistle of amazement. If words could only sing, sigh, or clap their hands we'd tell you *all* about the beautiful Chrysler Silver Anniversary Convertible! 100 per cent sheer dream—with 135 horsepower! Tailored to taste . . . the safest, most comfortable, best-bred car in Chrysler history . . . guaranteed to put stars in your eyes, and keep them there. But don't think it a dream that can't come true . . . go see your neighborhood dealer . . . get your hands on the wheel, take it out on the road and find out why nothing else will do.



New Convertible

Copyrighted material

Quick, easy... and
extra good, thanks to Peter Pan's
ever-fresh flavor!



Here's the Secret!

No floating oil to get rancid!
Peter Pan *stays* sweet and fresh... keeps its
natural vitamins and energy value, too.

Now there are 2 kinds of ever-fresh Peter Pan!



Smooth... America's favorite!

The *smoothest* peanut butter made,
by actual test—so creamy-good it
fairly melts in your mouth. Rich
with savory, fresh-roasted peanut
flavor. Look for it in the familiar
Red Top Jar.



Crunchy... New and Delicious!

Tasty, crunchy bits of fresh-roasted
peanuts mixed all through creamy-
smooth Peter Pan Peanut Butter.
The peanut bits *stay* mixed in, never
rise to top. Look for it in the
Green Top Jar.

Never sticks to the roof of your mouth



An extra
drink in every
bottle



For delicious goodness . . .
longer lasting life, get Clicquot
Club. Flavor-aged ginger
ale! Livelier sparkling
water! Get more for your money,
too, in the honest full-
quart bottle. America's
favorite for over 50 years.

Get more
of the finest
Get
Clicquot
(Pronounced KLEEK-O)
Club

in the honest full quart



LIFE'S REPORTS CONTINUED

man who had me sign what he called a "publishing release." What I really signed, of course, was an agreement to buy his pictures of me at a stiff price.

A newly successful author can easily be taken for considerable sums of money by an operator with the right approach. Usually it begins when someone wants to tell you personally how much he liked your book; why, it could have been the story of his own life, he says. He's so grateful that he wants to do something nice for you. In fact he has: he's named one of his horses after you. She'll run her first race tomorrow. Dark horse, set to win, 100 to 1. Now if you'll give him \$500 to make a bet for you. . . . Sometimes it's stock that you can buy for a dollar a share in 500 blocks. Guaranteed to go up to \$10 a share in a week. . . .

I used to wonder how these and other people knew when I came to New York and at what hotel I stayed. I switched hotels many times, but the phone would always start ringing as the bellboy set my bags down in the room. Someone at the other end of the line wanted to paint a portrait of me, do a bust of me, create a perfume for me, design clothes or jewelry, or sell me a rare rug. Once someone wanted to create a doll in my exact image, duplicate my costume, put it under a glass bell and exhibit it in some museum—all for \$5,000!

Eventually I found out that there is a celebrity list published daily and available to anyone on subscription. It gives the time of arrival and hotel of visiting celebrities. At first my name on the list annoyed me. Now I am annoyed if my name is accidentally left out. The list serves a good legitimate purpose. It enables old friends and classmates now working in the theater, radio or literary fields to get in touch with me.

I've had to learn not to talk too much. I once told an interviewer that I liked to breakfast at the Automat because it had the best coffee in town though it cost only a nickel. It was printed this way, "Betty (Hetty Green) Smith, who stands to make a million from her book, eats at the Automat because coffee's only a nickel there." I casually told another interviewer that I had lost \$3.80 on gin rummy the night before. This came out, "Our newest best-selling novelist is gambling her royalties away."

All in all, though, the press has been pretty wonderful to me. The erroneous and embarrassing articles are few and far between, and a small price to pay in return for the many favorable pieces

CONTINUED ON NEXT PAGE

SARAN

SCREEN

no
rusting!

no
sagging!

no
painting!



For superior screen performance, and distinctive beauty, it's screen woven of saran! Saran's pliant strength keeps screens tight and smooth, without unsightly denting, sagging or bulging. Rust-proof saran saves painted surfaces from disfiguring stains . . . and built-in color eliminates the need for painting saran screen. You'll thoroughly enjoy the advantages of this all-purpose screening that gives you maximum comfort with a minimum of upkeep care. When you select screening, be sure to specify screen woven of saran.

Plastics Division, Dept. SC-4
THE DOW CHEMICAL COMPANY
MIDLAND, MICHIGAN

DOW

plastics

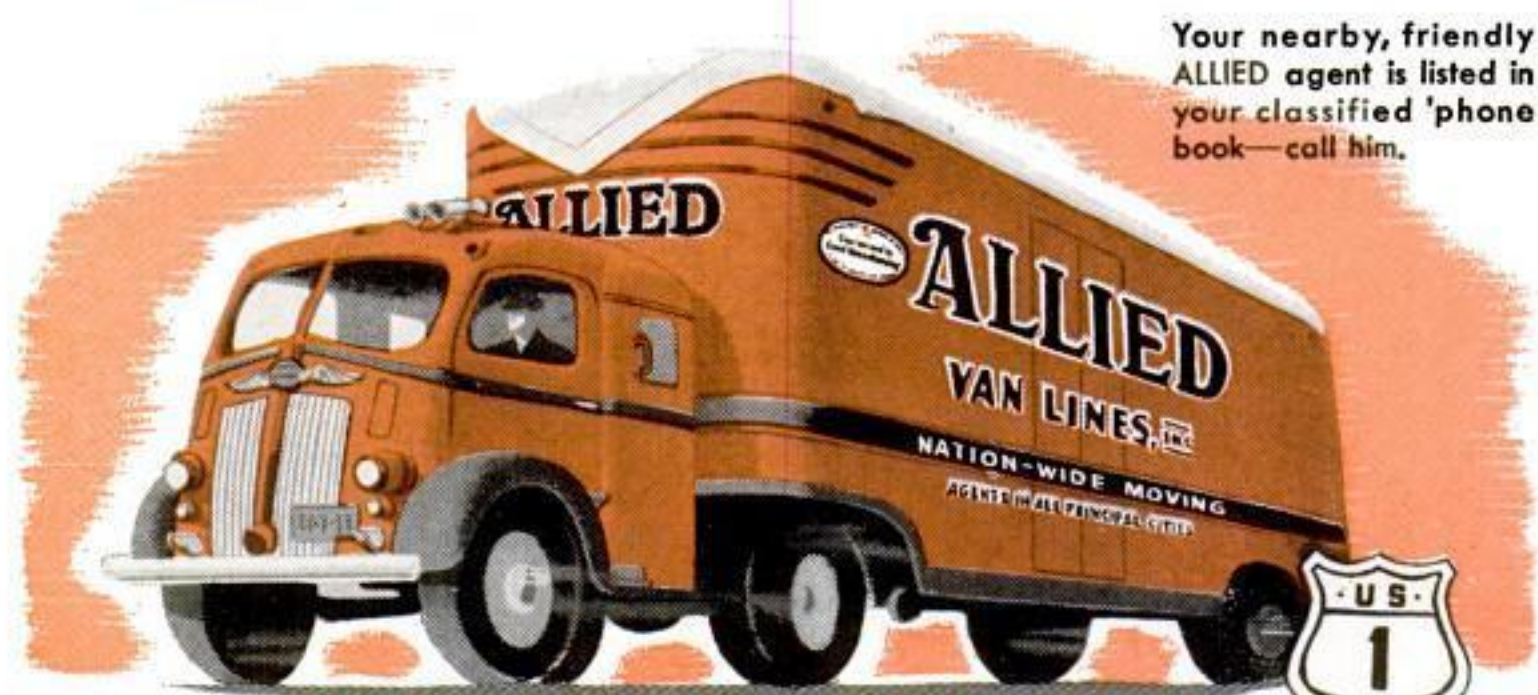
"ALLIED has it!"



REPLACEMENT OR REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

NOW ALLIED VANS display the
Good Housekeeping Guaranty Seal

"One of the big reasons why I made up my mind to move the ALLIED way was the Good Housekeeping Guaranty Seal on their vans. I felt extra certain our things would be safe—and they were. My ALLIED agent was certainly helpful. I depended on him to handle every detail, and he did. It's no wonder ALLIED has the Good Housekeeping Guaranty Seal."



ALLIED VAN LINES, INC.

WORLD'S LARGEST LONG-DISTANCE MOVERS

... Number 1 on U.S. Highways!

Your nearby, friendly ALLIED agent is listed in your classified 'phone book—call him.



HUSBAND Joe Jones, newspaperman, met Miss Smith after she, a recipient of many fan letters, sent one to him about one of his news stories.

LIFE'S REPORTS CONTINUED

about me and my books. I take my chances with interviewers, and happily everything comes out all right nearly all the time.

I learned with mental anguish that I had become a clay pigeon for threats of lawsuits of all kinds. Libel: "I am a Buffalo, N.Y. bartender. I never saw you and never lived in Brooklyn. But I don't like the way you wrote me up in your book under the name of McGarrity. I could turn this over to a lawyer, but I thought you might like to settle. . . ." Damage: "Your dog barked at my boy and made him so nervous he wet the bed. I think I am entitled to compensation. . . ." If: "I've told you all this in strictest confidence, dear. And if you ever use it in one of your books"—laughing gaily—"I'll sue you. Goodbye, dear. I'll be reading you." Nothing ever comes of these threats.

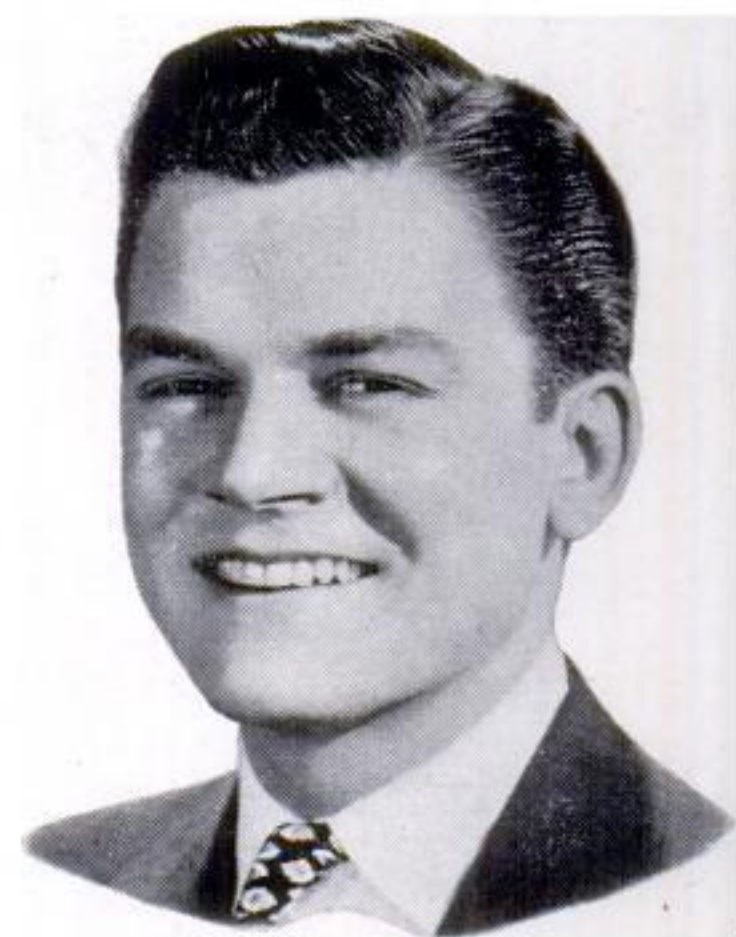
I learned that I couldn't keep the promise I made to myself—not to change. I wanted to stay in the rented house where I wrote my first book, keep on having coffee at the Automat, riding the subway and staying at inexpensive hotels. But change was inevitable. First I gave up my \$45-a-month rented house. People told me that since I could afford better it was unfair to deprive someone who couldn't pay more. I bought a very old house set in two acres of tangled wilderness. I had it put into shape and ended up with a large and pretty house set in two acres of trees, lawn and gardens. Then I had to hire a yard man to prevent the two acres from going back into wilderness and, since I had to be away a lot, I had to hire a housekeeper to keep the house running. So I ended up with a small establishment.

I began to have so many appointments when I came to New York that I no longer had time to go to the Automat. I could save time using hotel room service, which allowed me to dress or organize the day's appointments while waiting for coffee. When

Gives hair that



"just-combed" look



all day long!

'Vaseline' Cream Hair Tonic is the **ONLY** hair tonic which contains new, wonder-working **VIRATOL**. This special compound helps make your hair **LOOK** natural, **FEEL** natural . . . stay in place **HOURS LONGER**.

Just rub a little 'Vaseline' **CREAM** Hair Tonic on your hair each morning . . . then **COMB** it and **FORGET** it! 'Vaseline' Cream Hair Tonic is good for your **SCALP**, too. Contains Triple-A **LANOLIN** . . . checks loose **DANDRUFF**. Try a bottle today! Satisfaction guaranteed or your money back.



Tops in entertainment:
DR. CHRISTIAN, starring **JEAN HERSHOLT**, on CBS, Wednesday nights; **LITTLE HERMAN**, new mystery show, Saturday nights, on ABC. **VASELINE** is the registered trade mark of the Chesebrough Mfg. Co., Cons'd

CONTINUED ON PAGE 12



Father
couldn't
ask for
more
than a
"Manhattan"
Vericool...
and he
doesn't
deserve
less.
Its price?
\$3.95

Other "Manhattan" Shirts, \$3.65 to \$10.00

Manhattan
THE MARK OF QUALITY SINCE 1857



Why Vericool?

A fabric couldn't be better named. This finely ribbed, lustrous cotton is an open-weave—porous enough to let the faintest breeze through, yet so strong it takes washday in its stride. It's yours in four other favorite collar styles—in white and a wide choice of colors at \$3.95. Enjoy this same Vericool fabric in sportshirts, too.

© 1949, The Manhattan Shirt Co.

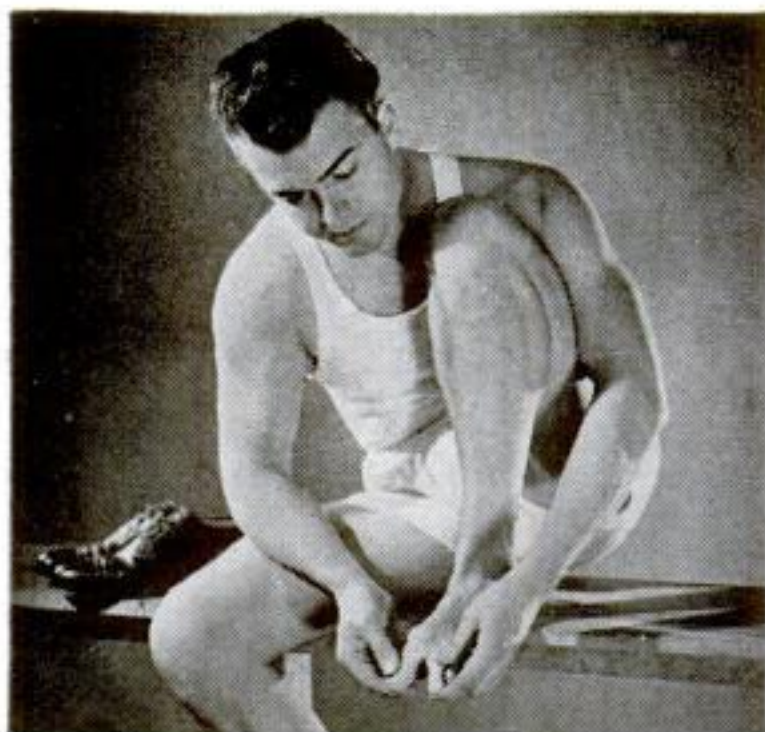
9 OUT OF 10

Get complete relief from

ATHLETE'S FOOT MISERY!



WARNING: You May Have Athlete's Foot Without Knowing It. Over 70% Are Infected Yearly.



Athlete's Foot can be agony, attacks fast in summer! Hot damp shoes, public swimming, outdoor sports expose you to infection. At first sign of cracks, peeling, itching between toes, use Quinsana.



Amazing relief! Most chiropodists recommend Quinsana for Athlete's Foot. Quinsana's antiseptic action inhibits growth of Athlete's Foot fungi. It's the largest selling Athlete's Foot Powder!



Use for foot comfort, too. Shake Quinsana on feet. Shake it in shoes to help absorb perspiration. So cooling and soothing! It helps make tired, burning feet feel wonderful, acts to combat foot odor.



No mess, no stains with this easy-to-use powder. Help your feet to health and comfort with fast-acting Quinsana. Use it every day. Costs so little, feels so good! Get Mennen Quinsana — today!

LIFE'S REPORTS CONTINUED

my appointments got too close together I had to give up the subway for taxis. I saw no reason for staying at a cheap hotel when I learned that one of my very few income-tax deductions was hotel bills incurred while on business trips in connection with my work.

I found my new house most comfortable and pleasant. Hotel room service was convenient and efficient, and I found a cab quicker and pleasanter than the subway. And I learned to depend heavily on the deft, quiet services of a good hotel.

My friends made me promise never to buy a mink coat, a convertible car or a diamond bracelet. I meant to keep those promises too, and when I went to shop for a winter coat I tried on an inexpensive muskrat. They had a mink coat in the same store. I tried it on. It was every bit as warm as the muskrat and much prettier. I bought it.

I found I needed a car for personal appearance tours. I could not get a medium-priced car for a year, but I could get a well-known make convertible immediately if I'd let the manufacturers state in their ads that I drove their car. I bought the convertible.

As for the diamond bracelet, I kept my promise on that. I do not like diamonds, and anyhow I have a \$15 imitation one which thrills me as much as a real one would.

I've learned not to get too exercised at the mail-order proposals that come my way. They come from Africa, Australia, Canada, South America, Montana and other outposts. Lonely men, all of whom seem to be living in the middle of 10,000-acre ranches, write that after having read my novels they know me well enough to feel that I'll understand how it is with them. I never fail to be touched. I answer that I am not only deeply honored but that I am also already happily married. I particularly treasure one proposal, "After sitting all night alone and looking at your picture, I've made up my mind that I'm willing to marry you for your money."

I've never learned to cope with my fan mail. I'm always a couple of hundred letters behind because I answer every signed letter I get. I divide the letters into three piles: the straight fan or complimentary letters, the asking letters and the obscene or poison pen letters. The last I don't have to answer because they're never signed.

These asking letters are a problem. The writers ask for a discarded evening dress, an old slipper or a lock of hair for a sou-

Spray your perspiration worries away with

Stopette
SPRAY DEODORANT



Wonderful
FOR WOMEN!

Stopette's mist-fine spray stops odor and perspiration instantly! Composed of kindest-to-skin ingredients. Safe for clothes.



Wonderful
FOR MEN!

No gooey cream—no sticky fingers! Stopette sprays on, dries instantly — protects for days!



Stopette
SPRAY DEODORANT

No messy, sticky fingers when you apply Stopette Deodorant!

Invisible Stopette mist dries the instant you spray it on... stops odor at once... leaves no trace on skin or clothes.

You can't spill Stopette—it can't dry up—thanks to its airtight, unbreakable bottle. Economical, too... 1,000 applications per bottle. Your favorite drug or cosmetic counter has Stopette... try it today!



JULES MONTENIER, INC.
CHICAGO

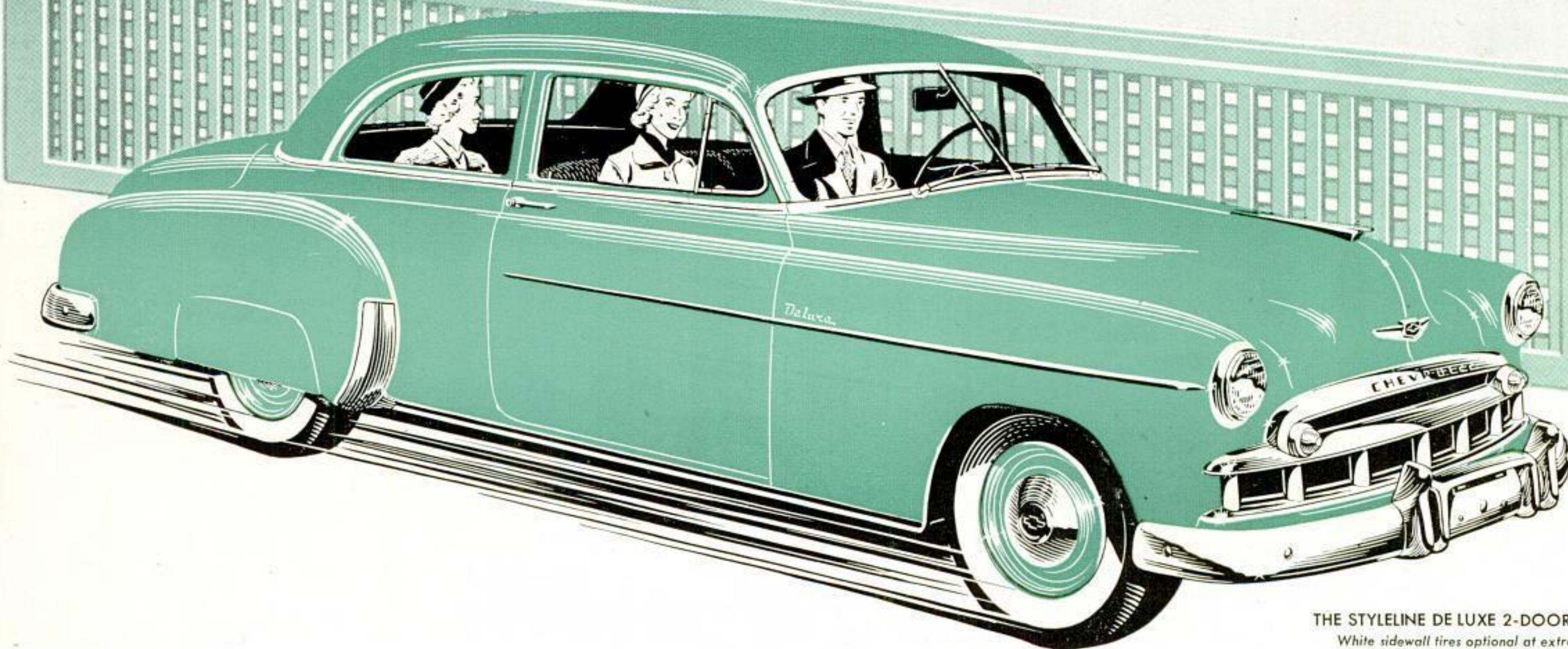
CONTINUED ON PAGE 14



For best visibility



SEE YOUR LOCAL CHEVROLET DEALER



THE STYLELINE DE LUXE 2-DOOR SEDAN
White sidewall tires optional at extra cost.

So perfect is the visibility in the new Chevrolet that you'll feel almost as though you're traveling in an *open* car!

Windshield and all windows are *extra* large. "Blind spots" are reduced to a minimum. The whole outer scene opens up before you with a *new* clarity. You're "master of all you survey," and you survey everything in this *most beautiful* buy of all.

You'll also find it's the most beautiful buy for styling, for driving and riding ease, and for thrills and thrift and safety... because it alone brings you Beauty-Leader Bodies by Fisher, new Center-Point Design, a world's champion Valve-in-Head engine, and other advantages of highest-priced cars at the *lowest* prices.

Confirm these facts to your own satisfaction, at the *earliest* possible moment, and you'll know why more people buy Chevrolets than any other make of car!

CHEVROLET
The most Beautiful **BUY** of all



TELEVISION



PERFORMANCE-ENGINEERED
AT ELECTRONICS PARK



More Picture PER DOLLAR

in the most compact cabinet yet!

Imagine television with big 10" direct-view picture tube in a cabinet less than a foot wide! Fits on any table anywhere! Not an inch of wasted space! Long-range television reception. Rich rosewood plastic cabinet. No finer "buy" in all television! Model 805.

*Plus tax. Installation extra. Prices slightly higher West and South—subject to change without notice.



You can put your confidence in—
GENERAL ELECTRIC

LIFE'S REPORTS CONTINUED

venir, directions on how to write a best-seller, \$50,000 to endow a writing school, \$2 for a ream of paper to write a novel on, autographs, photographs, free copies of my books, a detailed account of what happened to Francie (or Margy) after the book ended. Self-styled geniuses ask to live free at my home while writing a masterpiece. And over and over I am asked to sponsor this or be chairman of that, act as agent for an unpublished writer, send a dollar, some cuttings from my rosebushes and so on. I try to separate the true from the phony and respond as best I can.

I'm grateful for letters of praise, love and understanding. I always answer them affectionately. Once by accident a poison pen letter got on the praise pile simply because it was one of the rare ones with a return address. It was a vile letter, full of obscene proposals. Noting only the name and address on the envelope and mistaking it for a particularly nice letter I'd read earlier, I answered, "No letter has ever thrilled me like yours. It made me so happy. I hope to meet you some day and thank you personally." For three years that man's been trying to get in touch with me.

I've learned that many readers refuse to believe book characters are not real people. To this day people write or phone me asking where Francie Nolan, the heroine of *A Tree Grows in Brooklyn*, is living now; has she married, how many children has she, is she happy? Where does Dr. Cornelius (Neeley) Nolan practice? The writer needs an operation and he is the only doctor she cares to trust. People ask after the health of "my mother" Katie Nolan. A Brooklyn waiter wants to know where Johnny Nolan is buried; he wants "to keep the grave up." Many people persist in believing that I am the heroine of the book, that Francie Nolan is my real name. One fifth of my letters start out, "Dear Francie." Many claim that Betty Smith is a pen name adopted by me because the initials B.S. stand for Best-Seller.

Since *Tomorrow Will be Better* was published, a new crop of readers insists that my name is Margy Shannon. Many people swear they've met her and have spoken personally with her. They know where she lives in Brooklyn, they say. A cantaloupe grower in the South named a cantaloupe after her: a new kind with flat ends, he wrote. He wanted her address, saying he would marry her and make her a good husband and was willing and able to give her as many children as she want-

"I'm a Teacher . . .



I can't AFFORD CORNS —can you?"

"Teaching America's future citizens is mighty important work. And I don't want sore feet to interfere with my efficiency. So I'm really happy to know that a . . .

BLUE-JAY CORN PLASTER



RELIEVES CORN PAIN

Naturally, at the very first sign of a pesky corn, I apply a BLUE-JAY Corn Plaster." Instantly, it relieves shoe-pressure pain. And what a wonderful thing is . . .

SOOTHING NUPERCALINE*



Exclusive with BLUE-JAY, anesthetic Nupercaine soothes biting surface pain away. Then BLUE-JAY's gentle medication . . .

LOOSENS HARD 'CORE'

whose pressure causes harsh, nagging pain—you just lift it out in a few days! And BLUE-JAY is flesh-colored, waterproofed, too. A wonderful way to relieve corn pain — with BLUE-JAY! Free Booklet! "Your Feet and Your Health." Write Dept. LF6.

STAYS ON

BECAUSE IT WRAPS ON

REMOVE
CORNS
RELIEVE
CORN PAIN
with
"AMERICA'S LARGEST
SELLING
CORN PLASTER"

*Reg. U. S. Pat. Off.
Ciba's Brand of Dibucaine



BAUER & BLACK

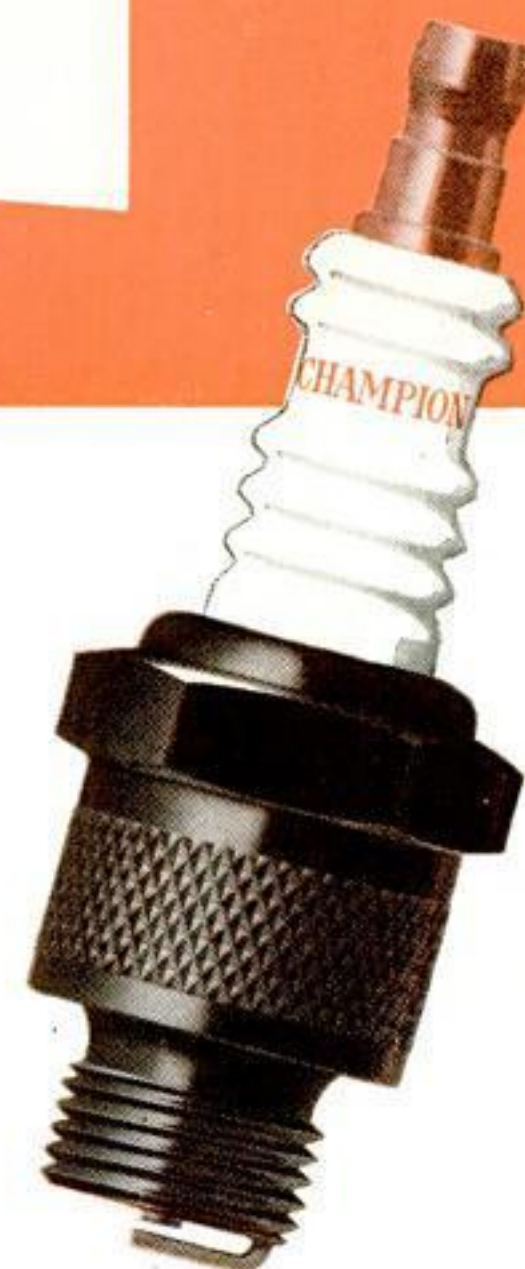
Division of The Kendall Company, Chicago 16

CONTINUED ON PAGE 16

DEPENDABLE

CHAMPION

SPARK PLUGS



America's Favorite!

When racing men get together you can bet that, sooner or later, the talk will turn to spark plugs. That's because spark plugs are so vital to top speed, flexibility and dependability. Champions always get the overwhelming vote of confidence of these experts because there's no other spark plug that even approximates Champion's record for better performance in the open competition of racing. That's why Champions continue to lead in public preference — as they have for over a quarter of a century.



FOLLOW THE EXPERTS
USE THE SPARK PLUGS CHAMPIONS USE!

Listen to the CHAMPION ROLL CALL . . . Harry Wismer's fast sportscast every Friday night, over the ABC network . . . CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

Stomach UPSET?



Take soothing Pepto-Bismol—and feel good again!

Your stomach needs gentle treatment when it's upset. Don't add to the upset with overdoses of harsh laxatives or antacids. Take *soothing* PEPTO-BISMOL. Its action is *different*.

PEPTO-BISMOL spreads a soothing, protective coating on irritated stomach and intestinal walls—gives fast 3-way relief:

- ① Helps calm and quiet the upset.
- ② Helps retard fermentation and formation of gas.
- ③ Helps sweeten and settle the stomach.

Whenever you suffer from acid indigestion, heart-burn, diarrhea or other common digestive distress, take pleasant, soothing PEPTO-BISMOL. At all drug stores.

Pepto-Bismol®

SETTLES and SWEETENS UPSET STOMACH

Norwich

A NORWICH PRODUCT



LIFE'S REPORTS CONTINUED

ed. He wrote daily for five days before I got to his first letter. The last one had a railroad ticket with instructions to Margy on how to get to his farm. I returned the ticket with a note, "Margy Shannon does not exist." He wrote back, "What did she die of?" His letter was black bordered. A boy in Williamsburg, Brooklyn wrote me that he waits outside Alexander's Candy Store every night. He knows that sooner or later Frankie Malone will stop in for cigarettes or a paper (the way he did in the novel), and then my young correspondent will kick Frankie's teeth out for being such a mean husband to Margy.

Last fall a kind woman wrote me that winter was coming on, and that she couldn't bear the thought of Margy's not having a warm coat, so she was sending one. Would I see that it got to Margy Shannon? It came. It was a nice coat with a fur collar and only slightly worn. I sent it with an explanatory note to a Brooklyn charity organization. They gave it to a girl working in a factory who by sheer coincidence was named Margy Shannon. This real Margy wrote a grateful letter to the kind woman. No one will ever convince *this* lady that book characters aren't real people.

I like to shake hands with people who've read my books. They say, "You must be tired of people telling you how much they like your books." No, I never get tired of hearing it. "I know it's an imposition to ask you for your autograph." No. The thrill of someone's asking for my autograph never wears off.

I conclude this article with a deep sigh. From past experience I know there'll be a gush of letters following its publication. The burden of most of them will be, "You have troubles? I wish I had the kind of troubles you have." And of course the writers will be right. It is true that I have many troubles. It is also true that they are, when all is said and done, really lovely troubles.



A SLIP from the tree made famous by Betty Smith's first novel flourishes at her Chapel Hill, N. C. home.

DOUBLE ACTION!



PENNZOIL

MOTOR OIL

FLows FAST STAYS TOUGH!

Be safe with both *instant*,
lasting engine protection
from this double-action
Pennsylvania motor oil.
Change for summer now!



At this sign of better dealers, coast to coast

*Registered Trade Mark Member Penn. Grade Crude Oil Ass'n., Permit No. 2
**Tough-film PENNZOIL® gives all engines
an extra margin of safety**

HERE'S CASH FOR YOUR CHURCH, CLUB, CHARITY

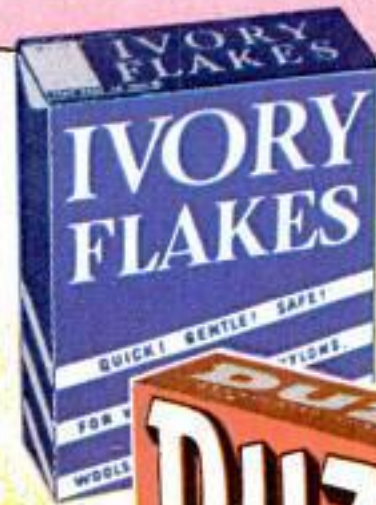
NOW—For a limited time only—Procter & Gamble offer makes box-tops and wrappers worth cash to your group!

COLLECT 'EM...CASH 'EM IN...
THAT'S ALL THERE IS TO DO!

Here's a chance for your church group, women's club, boys' troop or other non-profit organization—large or small—to raise money for its favorite project. Just get the drive started. Then watch those box-tops and wrappers pile up—each one worth cash to your group.

Ivory Flakes, Duz and Camay want to win new friends. We think this is a fine and useful way to do it. For a limited time, each Duz or Ivory Flakes box-top is worth 1¢ and each Camay wrapper is worth 1/2¢. And—in addition—there are big bonus awards for the organizations that collect the most.

It's so easy, too, because lots and lots of people use these famous products regularly. Just have your group collect all they can, send them in—and get a check by mail! This offer closes July 31, 1949, so there's plenty of time for your group to do a big job if you start right away!



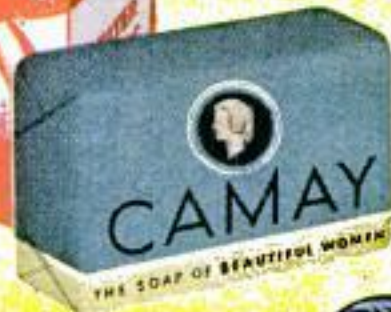
Every Ivory Flakes
box-top is worth

1¢



Every Duz box-top is worth

1¢



Every Camay
wrapper is worth

1/2¢

AND IN ADDITION

\$21,000 EXTRA CASH AWARDS

LET THIS PLAN HELP YOUR GROUP WITH ITS FAVORITE PROJECT!



Churches can raise money for church house or recreation room equipment easily this way. Just start your group collecting wrappers and box-tops—then turn them in for cash!



Boys' Clubs can raise funds for camping trips, troop flags, other needed equipment. And it's easy! Just start the lads collecting these famous box-tops and wrappers now!



Women's Clubs can get extra money for social work, for clubroom furnishings, friendship boxes, or charity bazaars. It's so easy. So many members use these soaps themselves!

-----NATIONAL AWARDS-----

1ST AWARD—\$1,000 cash

to the organization collecting the largest number of box-tops and wrappers.

1,000 AWARDS—\$10 cash each

for the next largest collections of box-tops and wrappers by organizations.

-----STATE AWARDS-----

100 AWARDS—\$100 cash each

for the two largest collections of box-tops and wrappers by organizations in each state, the District of Columbia and Hawaii.

1,101 BONUS AWARDS IN ALL!



**START NOW! YOUR GROUP CAN TURN THESE
BOX-TOPS AND WRAPPERS INTO CASH!**

HOW THIS OFFER WORKS:

1. Any non-profit, non-political organization such as churches, fraternal orders, women's clubs, boys' or girls' clubs and farm youth organizations may take part in this plan. If the organization includes several units, chapters or troops, each unit must submit its wrappers and box-tops independently of all the others. Hereafter, these individual units, chapters, troops, etc. will be referred to as "groups." If you are in doubt as to the eligibility of your group, write to the address given in Rule 4 for information.
2. Procter & Gamble will pay to these groups:
 - 1¢ for each Ivory Flakes box-top (either size)
 - 1¢ for each Duz box-top (any size)
 - 1/2¢ for each Camay wrapper (either bath or regular size)

provided the total value of the bundle is \$1 or more.

Cash will be paid for wrappers and box-tops from these 3 Procter & Gamble products only. Just the outer wrappers from Camay and the box-tops from Duz and Ivory Flakes will be accepted. Do not send in any other portions of packages.

3. In addition, awards over and beyond these payments will be made as follows to the groups sending in the largest number of box-tops and wrappers:

1 award of \$1,000 to the group sending in the largest total number of box-tops and wrappers.
1,000 awards of \$10 each to the groups sending in the next 1,000 largest collections. In addition, 2 awards of \$100 each will be made to the two groups in each state sending in the two largest collections from their respective state. In making these

awards, the District of Columbia and Hawaii will be treated as states and will each be eligible for two \$100 awards.

In those cases where a group is eligible for two awards, it will receive only the larger. 1,101 awards will be made to 1,101 different groups. In case of ties, the full award for which groups have tied will be awarded to each tying group.

4. Camay wrappers, Ivory Flakes box-tops and Duz box-tops should each be wrapped in a separate bundle and then all three bundles packed together in a sturdy carton. Mail parcel post or ship express prepaid to:

Ivory Flakes, Duz and Camay
260 W. Mitchell Ave., Cincinnati, Ohio

(Be sure to pack carefully since we cannot be responsible for packages that break open in transit.)

5. All the box-tops and wrappers collected

by a group must be submitted for payment at the same time and, if possible, in the same carton. If more than one shipping container is required, this fact should be carefully reported on a participation form referred to below. Only one shipment of one or more cartons will be accepted from any one group.

6. A convenient participation form which is available at your dealer's should accompany each package sent, listing accurately the number of wrappers and box-tops enclosed and the name and address of the group. Packages must be sent in the name of a group and must have the return address on the outside. Checks cannot be made out to individuals.

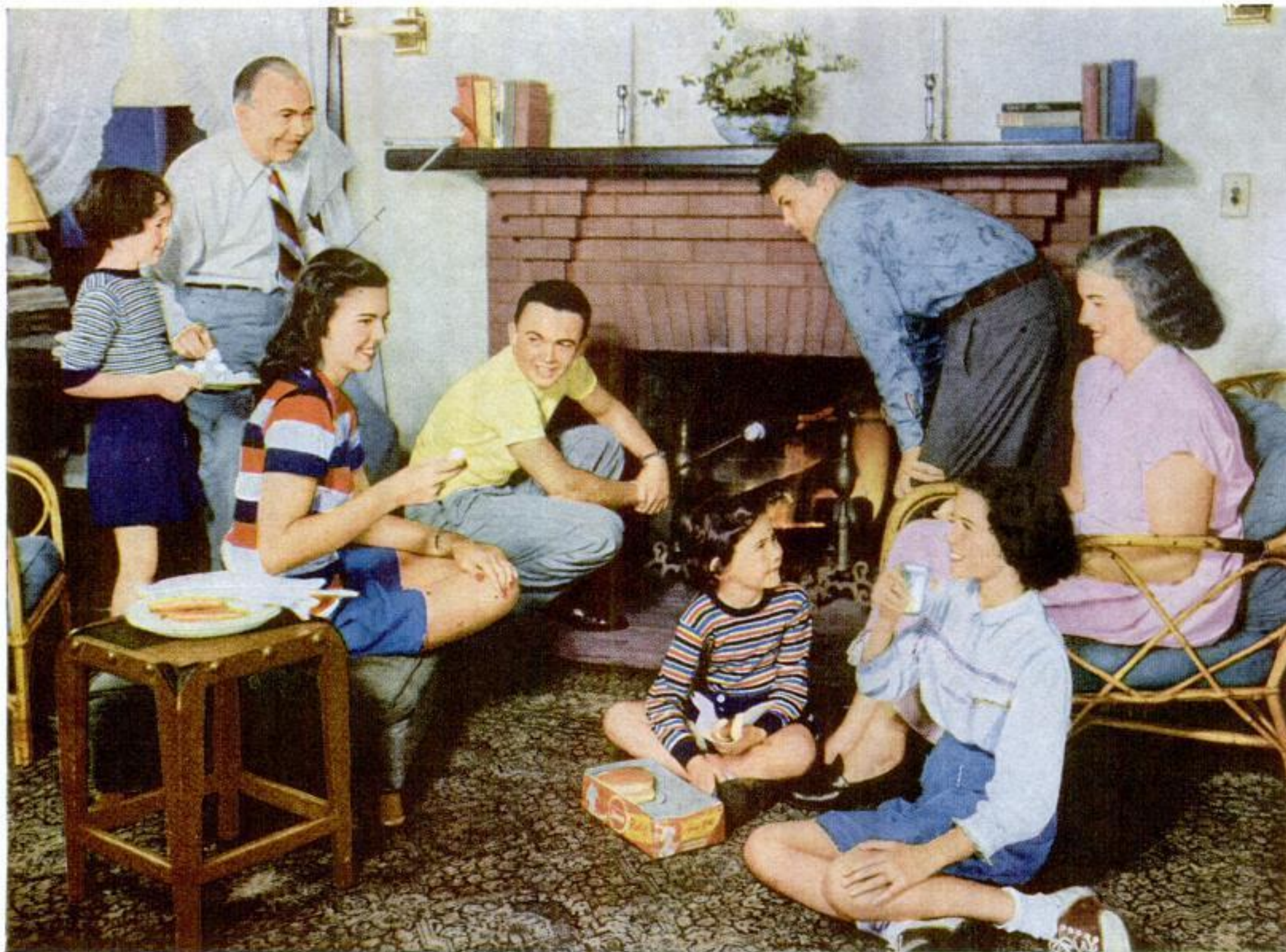
7. Packages must be postmarked or expressed by midnight, July 31, 1949.

8. This offer is good only in the Continental United States and Hawaii.



"Our 6 Children sold us on NEOLITE for twice the wear"

SAY EDNA AND FRANK NUSS



They're all hep to the latest jive. Dancin' on **NEOLITE** Soles—so mother never needs to worry about their marking up the floors.

Bringing home the groceries is a strain on the family pocketbook these days. But Mrs. Nuss is happy about one item in the budget—economical **NEOLITE** Soles.

We think you'll like "The Greatest Story Ever Told"
Every Sunday—ABC Network



On a rainy day the Nuss family agrees there's nothing like an indoor picnic. And they all agree on **NEOLITE** for real comfort.



"Step on it. We're wearing 'em!"

"Six children from 6 to 17 really run up shoe bills! But we make our shoe dollars do double duty—with **NEOLITE** Soles," say Mr. and Mrs. Frank Nuss of Great Neck, Long Island.

"**NEOLITE** is waterproof—one very good reason why we don't have so many colds.

"And these wonderful soles are so flexible you don't have to break them in. They're a real comfort when you're on your feet all day long.

"Now we all look for the name **NEOLITE** on the bottom whenever we buy new shoes or have them resoled."



Leather's fine for boxing gloves, but when it comes to quicker, firmer footwork, nothing beats sure-footed **NEOLITE** Soles.

30,000,000 people keep shoe costs down with

NEOLITE SOLES

NEOLITE T. M.—THE GOODYEAR TIRE & RUBBER COMPANY

OUTWEAR LEATHER OVER 2 TO 1



**MARK THIS
MARK**

Without this name it's not the same!
Insist on genuine **NEOLITE**!

COMFORTABLE • LIGHTWEIGHT • WATERPROOF

ONLY SUNSWEET HAS IT!



UNIFORM LAXATIVE STRENGTH!

DUE TO NEW "C-L PROCESS"*

No longer need you drink prune juice without having the slightest idea whether its laxativity is half as strong or twice as strong as the juice you had the day before.

Now—in Sunsweet Prune Juice only—every delicious glassful has the same laxative potency. Pure, delicious prune juice, still a 100% natural product!

SAME DELICIOUS FLAVOR!

SUNSWEET PRUNE JUICE



as prepared and distributed by the makers of **MOTT'S FINE FRUIT PRODUCTS**

*The laxative potency of Sunsweet Prune Juice is standardized by the "C-L Process," which was developed and is owned by the Duffy-Mott Company, Inc.

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"EDGEWORTH
IS AMERICA'S FINEST PIPE TOBACCO!"

—and that pocket pouch is mighty
handy for filling your pipe!

JUNE
19
FATHER'S DAY

Give Dad Edgeworth.
It's a Gift in Perfect Taste!

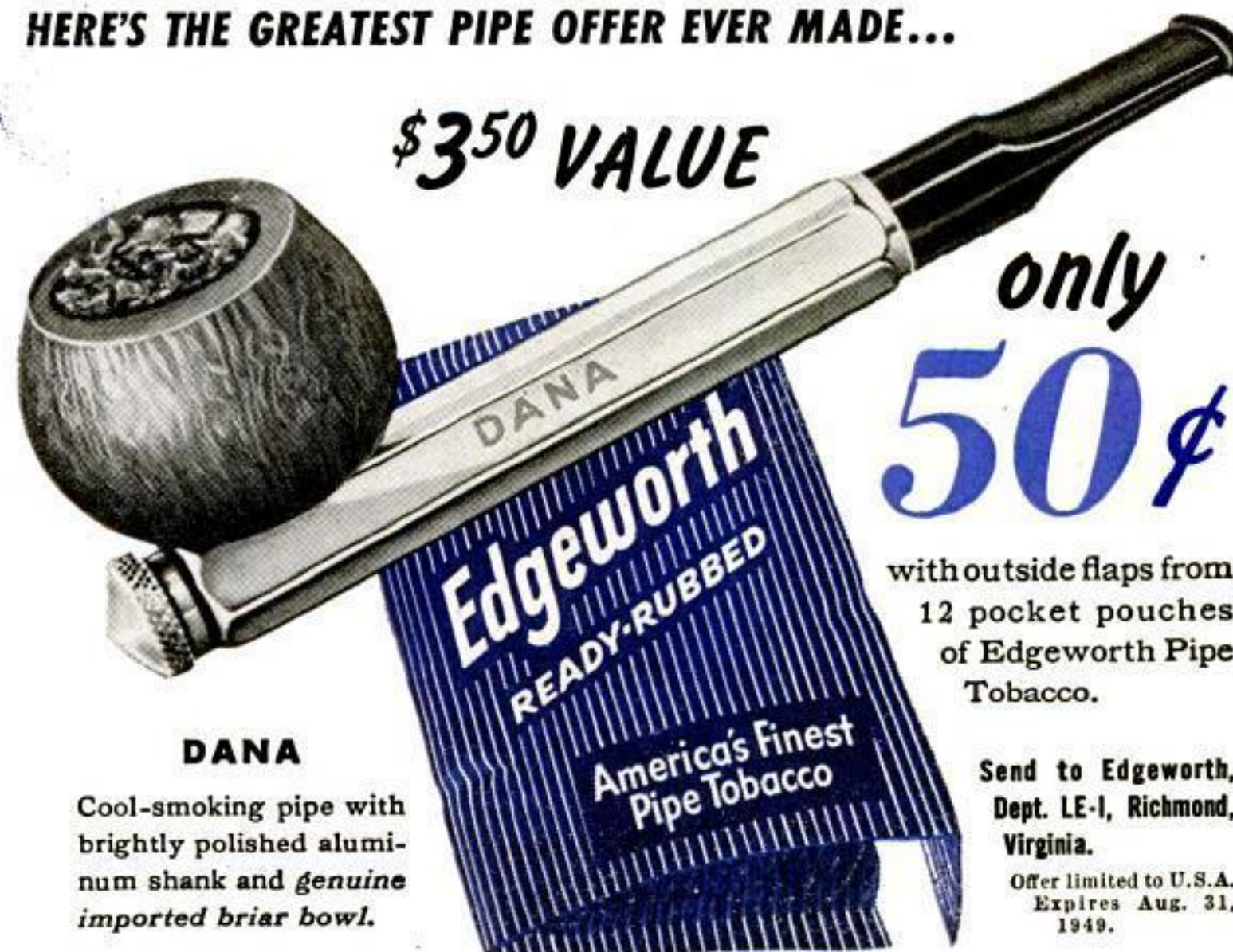


"Pipe smoking has always given me great relaxation," says Morton Downey, "yet once I felt I would have to give it up altogether. It didn't seem to agree with my throat—which is important to a singer. Since I discovered your mild Edgeworth, I've never yet had a 'scratchy' throat due to smoking."

TO MAKE NEW FRIENDS—FOR

EDGEWORTH

HERE'S THE GREATEST PIPE OFFER EVER MADE...



\$3.50 VALUE

only 50¢

with outside flaps from
12 pocket pouches
of Edgeworth Pipe
Tobacco.

Send to Edgeworth,
Dept. LE-1, Richmond,
Virginia.

Offer limited to U.S.A.
Expires Aug. 31,
1949.

DANA
Cool-smoking pipe with
brightly polished alumi-
num shank and genuine
imported briar bowl.

For Pipe Comfort

Smoke **EDGEWORTH READY-RUBBED**, fragrant, cool, long-smok-
ing...or **EDGEWORTH SLICED**, crumble to your personal taste.

TUNE IN NBC FOR SONGS BY MORTON DOWNEY.

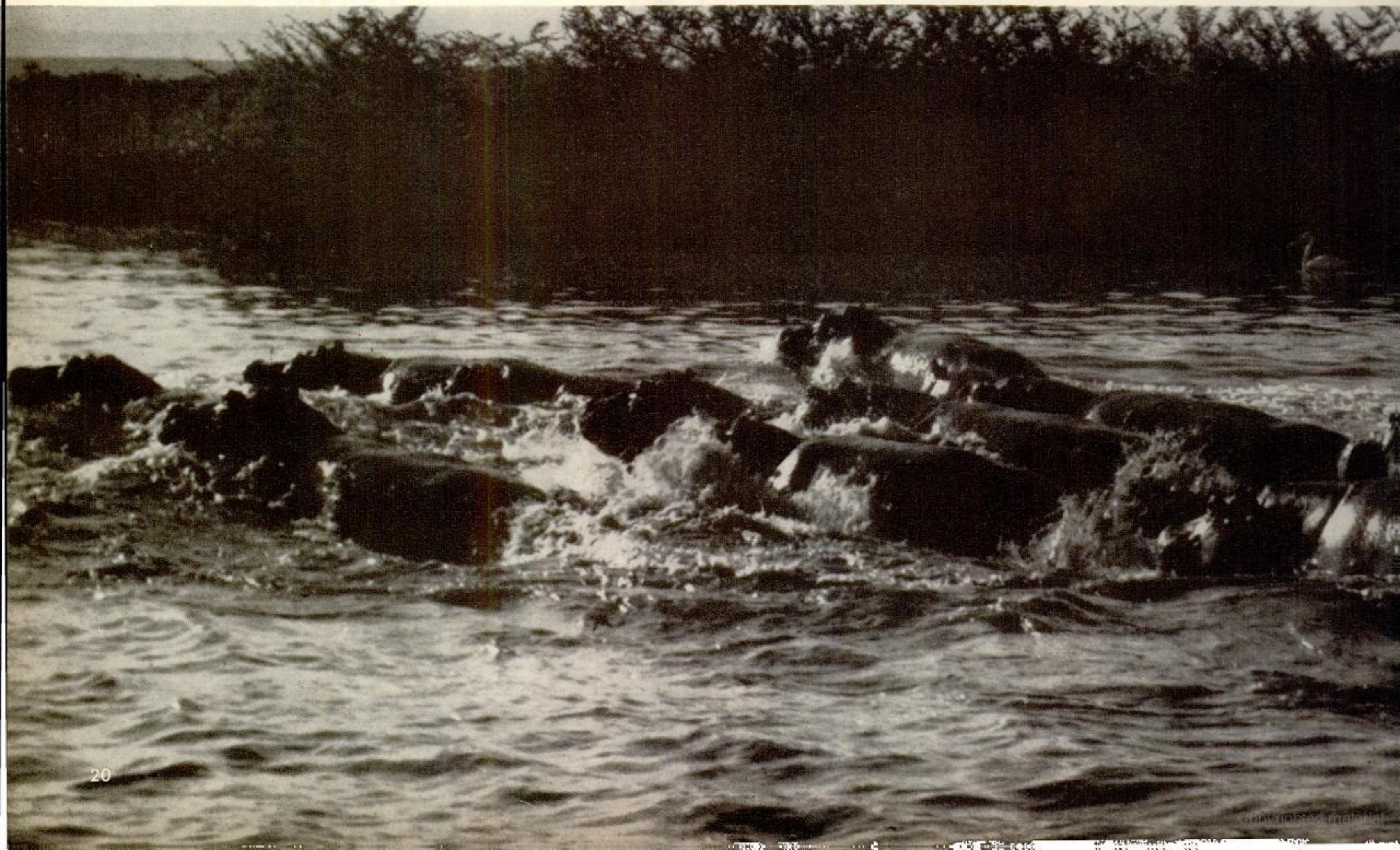


NINE HIPPOS GAZE SUSPICIOUSLY AT PHOTOGRAPHER. THEY OFTEN BASK WITH ONLY EYES, EARS, NOSTRILS PROTRUDING ABOVE WATER

SPEAKING OF PICTURES...

... A HIPPO HEAVEN EXISTS ON THE BANKS OF THE OLD KAZINGA

HIPPO HERD TAKES ALARM, SPLASHES OFF THROUGH SHALLOW WATER WHEN PHOTOGRAPHER GEORGE RODGER APPROACHES TOO CLOSE





ANCIENT GREEKS THOUGHT HIPPOS SWIMMING IN NILE LOOKED LIKE HORSES, NAMED THE BEAST HIPPOPOTAMUS, MEANING "RIVER HORSE"

In hippopotamus circles one of the most pleasant spots in all Africa is a section of muddy water known as the Kazinga Channel in western Uganda. Now protected by game laws, the hippo can wallow to his heart's content, snoozing by day and foraging by

night for five or six bushels of vegetation to stuff into his 10-foot stomach. The biggest and ugliest members of the pig family, hippos are ferocious only when deliberately provoked, or when crocodiles threaten their young. Hippos were once common in Africa

but were hunted to the verge of extinction by natives who relished hippo steaks and made whips and shields from their hides. The hippo has four teeth, each weighing 7 pounds. He exudes a reddish-brown oil which makes him appear to be sweating blood.

HIPPOS PREFER WADING SHOULDER DEEP BUT ARE POWERFUL SWIMMERS. WHEN AROUSED THEY EMIT LOUD SNARLS, GRUNTS AND GROWLS



New, remarkable product
for the relief of pain...

Bufferin

TRADE-MARK

Acts twice as fast as aspirin!



FAR FASTER RELIEF FROM... Simple headaches
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Women's periodic headaches Minor muscular aches and pains.

AFTER 4 YEARS OF RESEARCH, a remarkable new product—**BUFFERIN**—has been developed for the relief of pain.

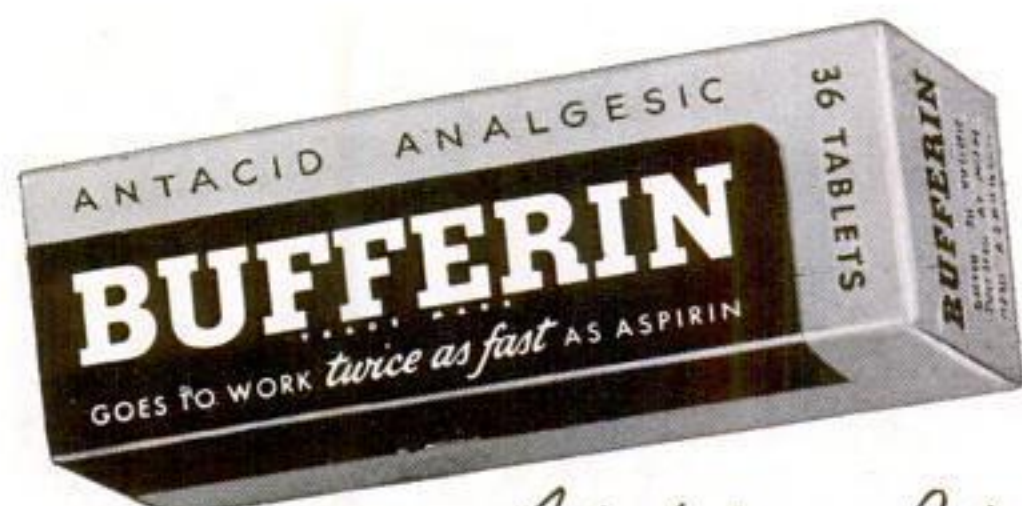
A **BUFFERIN** tablet—like an aspirin tablet—disintegrates rapidly in water or stomach liquids. But what's important, **BUFFERIN** is absorbed into your blood stream **TWICE AS FAST**—on the average—as aspirin. It goes to work **TWICE AS FAST** to relieve pain. And **BUFFERIN** goes to work *gently*, too.

It's antacid...Bufferin doesn't disagree with you!

Many people always take an antacid when they take aspirin. With **BUFFERIN** this is not necessary, because **BUFFERIN** is antacid. The antacids in **BUFFERIN** protect your stomach from aspirin irritation.

BUFFERIN is now available in the handy 12-tablet, pocket-size package—or economical 36- and 100-tablet packages for home use.

For faster relief next time, ask your druggist for **BUFFERIN**.



BUFFERIN IS A BRISTOL-MYERS TRADE-MARK

Acts twice as fast as aspirin!

LETTERS TO THE EDITORS

THE ATOM

Sirs:

As a practicing chemist and chemical engineer, may I say, unqualifiedly, that the article on "The Atom" (LIFE, May 16) is the most outstanding scientific article that you have ever published. . . .

MELVIN DE GROOTE

St. Louis, Mo.

Sirs:

At last the atom has developed a personality!

My understanding of science is comparable to that of a savage confronted with mechanical devices. For that reason I believe that articles of this type are a boon to the layman who seeks knowledge but can absorb it in its simpler forms only. . . .

FRIEDA KOLUS

Euclid, Ohio

Sirs:

Enclosed is a pair of dimes to take advantage of your magnanimous offer of copies of "The Atom."

Please accept my admiration of this article. My two boys are too young to appreciate it, but since there may not be anything to surpass your work in their schooldays, I want them to have copies. . . .

LLOYD F. SMITH, M.D.

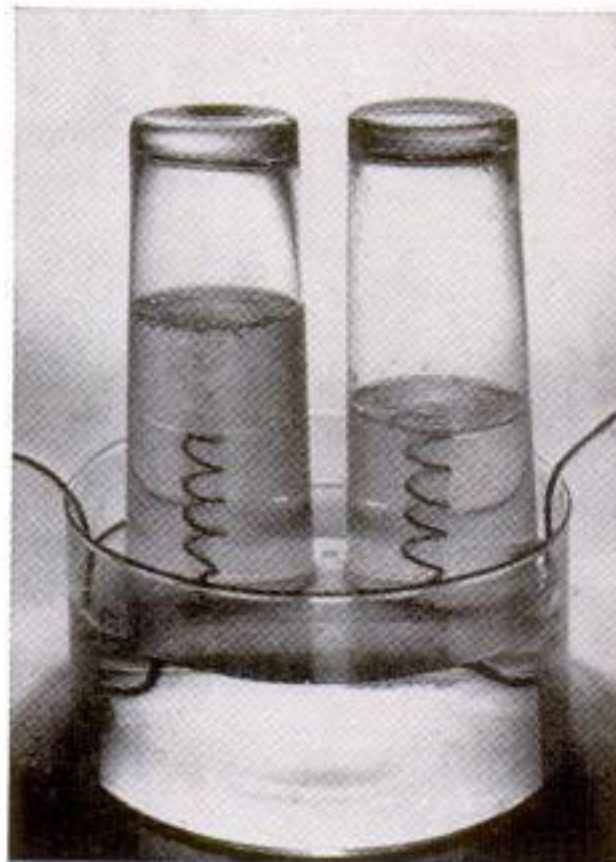
Monrovia, Calif.

Sirs:

You stated, "Hydrolysis experiment breaks down the compound water into hydrogen and oxygen." I'm afraid LIFE got two chemical terms mixed up because electrolysis is what you illustrated.

DAVID FREEDMAN

Ventnor City, N.J.



ELECTROLYSIS NOT HYDROLYSIS

● Right. Electrolysis is the breaking down of a compound by electricity. Hydrolysis is the breaking down of a compound by water.—ED.

Sirs:

You are ruining my physics classes. Apparently my students take LIFE as more of an authority than they do their own texts, the encyclopedias, and Einstein himself.

So the candle proves that matter cannot be destroyed. What did the atomic bomb prove? What does the formula $E=mc^2$ prove? The latter says that the energy in matter is directly proportional to the mass and the square of the speed of light. This means that the matter is destroyed and energy is created. Matter + energy is constant as far as we know. But each of itself, never! Your candle was

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VENIDA
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CONTINUED ON PAGE 25

"Smartest number on the road!"



THAT'S WHAT OWNERS SAY ABOUT THIS HANDSOME NEW 1949 **MERCURY**!

*It's so young in heart, so fleet in line, so bold in spirit! No wonder owners claim this long, low, handsome new **MERCURY** is the best-looking car they've ever owned. For it absolutely is!*



Make your next car

MERCURY

SURE it's mighty smart-looking—and your handsome 1949 Mercury is a mighty smart buy, too!

For every one of its many fine features has been *road-proven* by thousands of owners for millions of miles!

You get a powerful new 8-cylinder, V-type engine with surprising *economy*. (Owners claim 17, 18, 19 miles per gal-

lon—and up!*) Plus all this—front coil *springing*! A truly restful "comfort-zone" *ride*! Easier *steering*! "Super-safety" *brakes*! Softer, broader *seating*! Increased all-round *visibility*, too!

Drive it just a few minutes—and you'll say: "*It's Mercury for me!*"

*and even more with optional overdrive.

MERCURY DIVISION OF FORD MOTOR CO.



White side-wall tires and rear wheel shields optional at extra cost.



Jack Waters took this picture on Ansco Color Positive Film. He prefers Ansco because "...the colors are more than just colorful, they're the exact colors I saw when I took the picture!"

ANSCO *true-color pictures look so real!*

THERE ARE two kinds of pictures.

There are just pictures . . . and then there are the completely different, natural, *real* ones you get on Ansco Color Positive Film!

The transparencies you take on this gorgeous, *true-color* film show the colors of nature, subtle sky hues, and delicate flesh tints *just* as they were when you snapped the shutter!

Either you or your dealer can process Ansco

Color Positive Film *quickly*, so that you can view the exciting transparencies against light, project them, or have beautiful color *prints* made from them soon after you take them!

Take *true-color* pictures this week! Ask your dealer for Ansco Color Positive Film in 35mm magazines, 120 or 620 rolls, or sheet sizes. Get 16mm movie film, too. Ansco, Binghamton, N.Y. A Division of General Aniline & Film Corporation. "*From Research to Reality.*"

COLOR TIPS — by the Ansco Color Laboratories

• Here are some tips on taking color pictures, right from the men whose research gave you the glorious reality of Ansco Color Positive Film.

Best hours for color pictures are after 10:00 a.m. and before 4:30 p.m. But shooting before or after these

hours will give you many interesting and unusual effects!

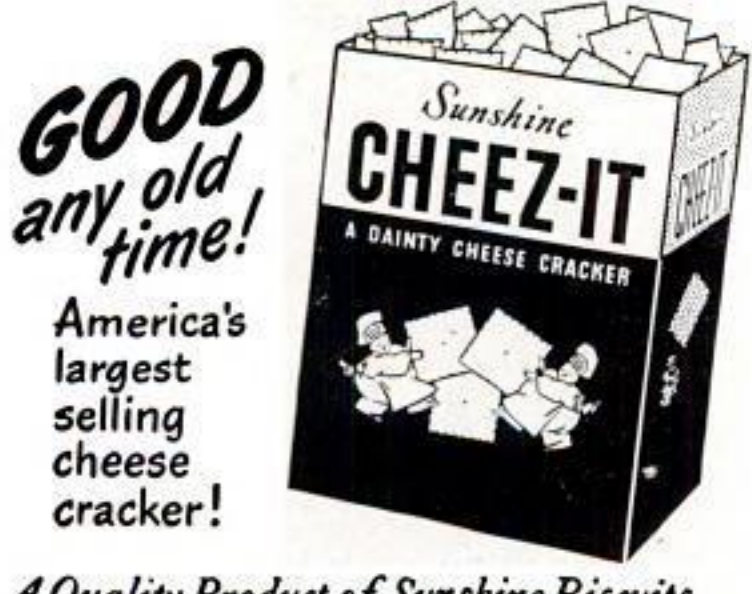
Keep the sun behind you—have subjects in a flat, even light with as little contrast as possible between bright and shadow areas. The colors will provide all the contrast needed.



An ideal camera for color work (as well as black and white!) is the Ansco f6.3 Speedex. Its coated lens takes crisp, sharp pictures at shutter speeds up to 1/100th of a second! Flash-synchronization is built right into the shutter. Chrome-trimmed bright work. Rich black grained covering. See the f6.3 Speedex and you'll know why photo fans bought nearly 2,000,000 Ansco Cameras in '48!



Ask for **ANSCO** *true color film!*



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LETTERS TO THE EDITORS

CONTINUED

burned under what we call "ordinary conditions." Put its atoms in an atom-smasher and transform them all to energy and there will be neither a candle nor much of anything else around.

The energy of the atom is not only that which comes from breaking the nucleus apart, but also by destroying completely some of the matter it contains.

VINCENT A. CORSALL
Oswego High School
Oswego, N.Y.

● The discussion of the candle was about ordinary chemical changes. In such changes no mass disappears. The theory of relativity says nothing either about matter being destroyed or energy being created. It says that the total energy of the universe is constant, and that one of the forms of this energy is mass. Mass can be changed into energy and energy into mass. But this is transformation, not creation and destruction.—ED.

Sirs:

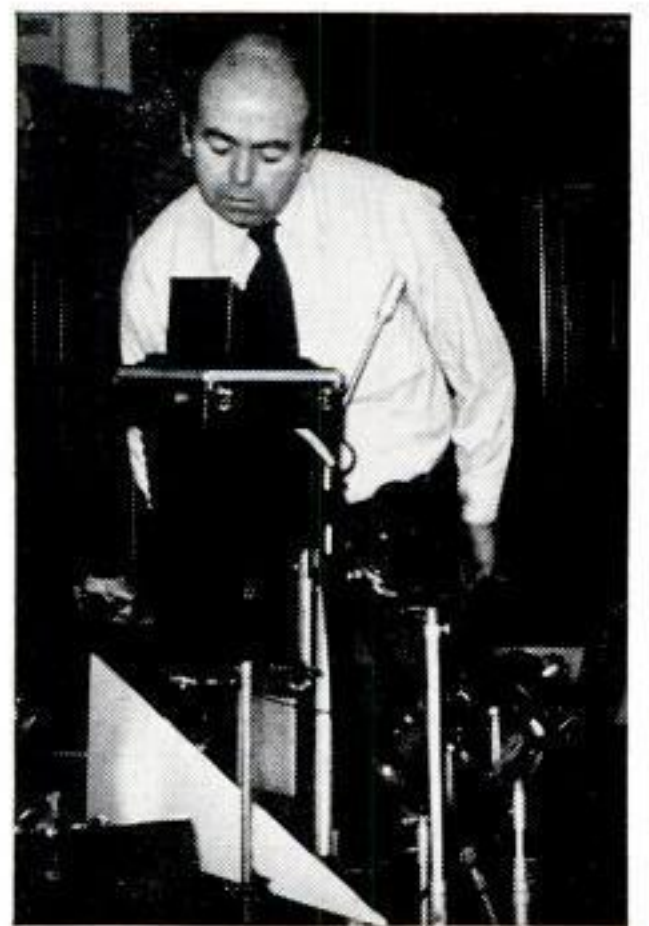
Re the weight of the flask and contents in your article, "The Atom." Logically the flask and contents should weigh more, after combustion of the candle, by an amount equal to the weight of the oxygen piped into the flask to keep the candle burning. True or false?

ROBERT LASRIS
Jacksonville, Fla.

● At the start of the experiment enough oxygen to keep the candle burning to its end was piped into the flask. Then the flask was sealed. As the article stated, a large magnifying glass was used to focus sunrays on the wick and light the candle.—ED.

Sirs:

Last January I happened to go to Columbia University for the purpose of seeing the scientific work that was being done there on atoms. While passing through I saw LIFE Photographer



Fritz Goro working on the color spread of "The Atom." Inasmuch as I had my camera along with me, I snapped this picture of Mr. Goro working tediously and apparently very much absorbed with his work.

PAUL PHILLIPSON
Maplewood, N.J.

● Photographer Goro was at that moment composing his picture of the basic element mercury.—ED.



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BUXTON'S NEW CARD-TAINER BILLFOLD

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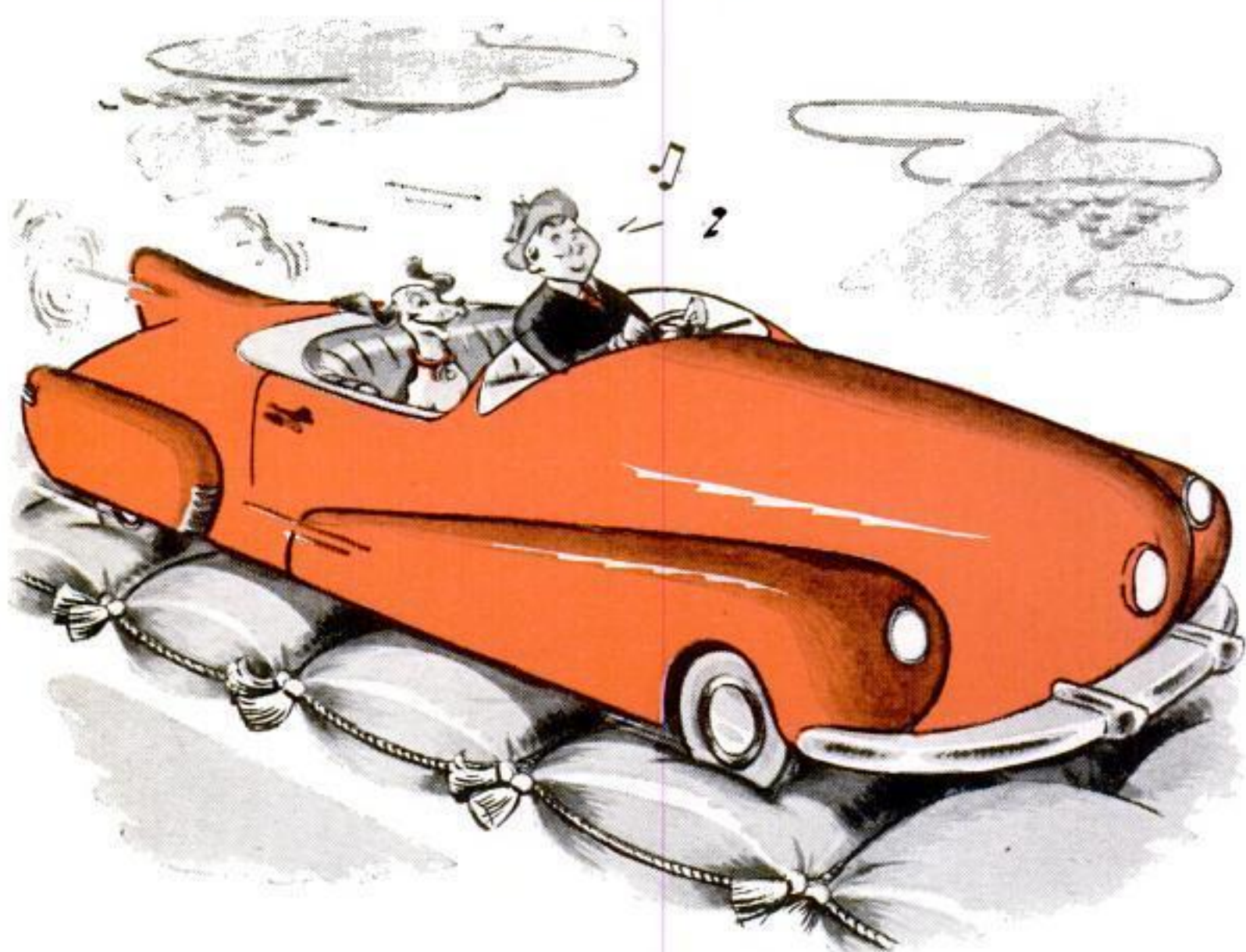
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LETTERS TO THE EDITORS

CONTINUED

BREAKFAST FACES

Sirs:

Your story "Breakfast Faces" (LIFE, May 16), explains and justifies modern art much better than the pages of weighty discussion you published some months ago. Here is a man seeing his distorted reflection in a percolator, a toaster, etc. and having a definite emotional reaction to this experience. How can anyone say that the distortions of Picasso or Braque have no connection with ordinary life? Many modern paintings show that civilization has bags under its eyes these days, and people just don't like to admit this.

MRS. WILLIAM S. BECKETT
Los Angeles, Calif.

Sirs:

You show several very distorted pictures of Allyn Gray. Don't you think it only fair to him, and to the readers, to publish a regular picture of Mr. Gray, so that we all may know what he really looks like?

ANNE BERGEM
Highland Park, N.J.



● Herewith Mr. Gray, reflected but undistorted.—ED.

FREE CATS

Sirs:

Congratulations on your editorial "Cats and Freedom" (LIFE, May 16). Thank goodness Governor Stevenson had enough sense to veto such a childish bill.

JOY V. FAIRCHILD
Greenwich, Conn.

SIRS:

YOUR EDITORIAL WRITER FOOLISHLY BELIEVES THAT A CAT WILL CATCH MICE AND RATS WHEN IT IS SO MUCH EASIER TO JUMP A TREE AND ROB A NEST FULL OF TURTLE DOVES. IT IS DISGUSTING HOW ANY CIVILIZED MAN CAN WRITE AN EDITORIAL IN FAVOR OF LOUSY ALLEY CATS. ONE MOCKING BIRD IS WORTH MORE THAN ALL THE CATS IN THE WORLD.

C. G. SCHIETINGER
WEIMAR, TEXAS

Sirs:

You ask, "Since when is a prowling cat a nuisance?" and the answer is almost always, if you are not one of the insane devotees of cats. Among their virtues listed in the editorial is the fact that cats are scavengers. Turkey buzzards do a much better job and do not come in the house smelling of fish heads or dragging in disease germs to leave in the baby's bed where cats are apt to crawl after spending a night in a dirty alley.

The editor likes a cat because it walks by its "wild, wild lone," is independent and subject to no laws or commands. This description is apt for Al Capone and other gangsters, and I

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TRIP..

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TUMS
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Comfort

Any time strange food, fast eating, hurry or too much smoking brings on acid indigestion, gas and heartburn, slip Tums in your mouth as you would candy mints. Tums neutralize excess acid almost instantly—you feel better fast! No baking soda in Tums. No danger of overalkalizing—no acid rebound. Get handy Tums today!



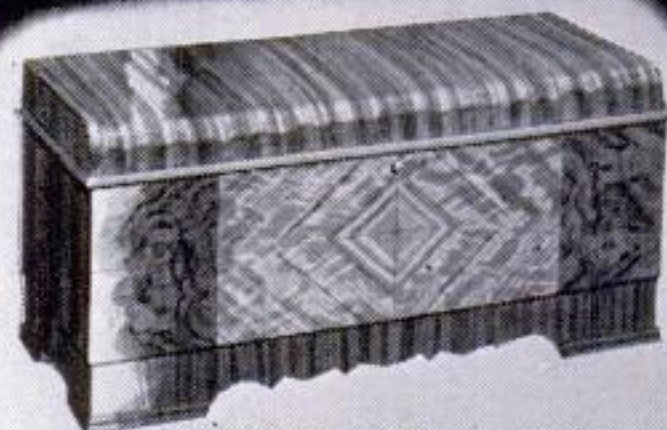
To feel better, try one or two TUMS after breakfast.
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CONTINUED ON PAGE 28

*"The sky flamed angrily
over the fire I had set..."*



*"There was someone
watching the window
of Eileen's apartment!"*



Dramatic highlights from M-G-M's picturization
of Broadway's No. 1 stage hit!

**SPENCER TRACY
DEBORAH KERR**
in
Edward, My Son

with IAN HUNTER • LEUEEN MacGRATH
JAMES DONALD • MERVYN JOHNS • HARRIETTE JOHNS
Based on the Play by ROBERT MORLEY and NOEL LANGLEY
Screen Play by DONALD OGDEN STEWART
Produced by EDWIN H. KNOFF • Directed by GEORGE CUKOR
A METRO-GOLDWYN-MAYER "SILVER ANNIVERSARY" PICTURE

*"At the hotel on the Riviera
I struck her in rage and
bitterness!"*



*"I lied, stole, cheated... but
everything I did was done
for Edward, My Son!"*



*The famous
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All Beech-Nut Gums have the uniformly high quality and fine flavor that have given them such outstanding popularity throughout the nation.

*It's "Always
Refreshing"*



PEPPERMINT
BEECHIES
The Candy Coated Gum
Also in Spearmint and Pepsin

LETTERS TO THE EDITORS

CONTINUED

suppose the editor must have a certain admiration for these people. . . .

FOSTER H. PARKER

Salem, Mass.

Sirs:

People who condemn the cat should see our 5-year-old cat bask in the sun on our back steps while the birds are eating only a few yards away. How very true, as you stated, cats "prefer milk to bird feathers." It is certainly no compliment to the human race that some cats must eat from garbage cans.

MARGARET DOGGETT

Kingsport, Tenn.

Sirs:

In your asinine editorial you state, "Cats are admittedly cruel to the birds that they catch. But they also eat rats, mice, moles, snakes, spiders, flies and cockroaches, an activity which comes under the heading of public service." I feel it my duty to inform the writer that killing snakes and spiders does not come "under the heading of public service." Snakes and spiders do more actual good in rodent and insect control than do any of the four-legged, flea-bitten felines of which you write.

DONALD GIESE

Watertown, S. D.

Sirs:

You mention the "nightly monomania" of the whippoorwill. To a person raised in the deep South, this is almost an insult. The whippoorwill's call is very pleasing to the ear of anyone who appreciates the things God has put on this earth for us to enjoy.

EDWARD EUGENE THORNHILL JR.

Angie, La.

Sirs:

Why blame the cats for catching birds? Don't the birds do lots of damage as well as good to the farmer? They eat the seeds you plant in the garden and the worms which are so beneficial to the soil.

LILLIAN M. ITJEN

New York, N.Y.

Sirs:

We were happy to read that the bill prohibiting cats from wandering free in Illinois streets was defeated.

Being worm lovers, we hereby submit a more sensible suggestion: that birds be absolutely prohibited from digging and eating worms.

For: what animal is endowed with the reticence to bury its better qualities as is a worm. What animal is so silent? What so useful? What so curvaceous?

A. A. MANSON

A. V. WILLIAMS JR.

Milwaukee, Wis.

MINERS

Sirs:

. . . The reputation of the Colorado School of Mines gained no stature by your exposé of the moronic programs of the students (LIFE, May 16). These boys are not "tough," as you say. They are merely extra silly and extremely impudent. Have the instructors themselves no dignity, or are they afraid of "the mob"?

Looks like the boys have been reading too many comic books and seeing too many westerns.

N. S. HASTINGS

Cincinnati, Ohio

A word to the wives

OZZIE likes polka dots . . . and
I find SUPERBA'S good to the last dot!

David Hillis



OZZIE NELSON Tune in: "The Adventures of Ozzie and Harriet," Sun., 6:30 P.M., E.S.T., CBS

Give your husband Superba's President Polk DOTS. Luxurious foulard . . . ties a perfect knot, drapes beautifully. Superbly cut, superbly tailored. \$1.50. Other Superba ties \$1.00 to \$5.00.

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CONTINUED ON PAGE 31

Jantzen®

thoroughly man-tailored
sunclothes



TAN with JAN...for a glorious copper tan use Jan Sun Oil, for protection use Jan Sun Lotion

**you, too,
can be a knockout!**

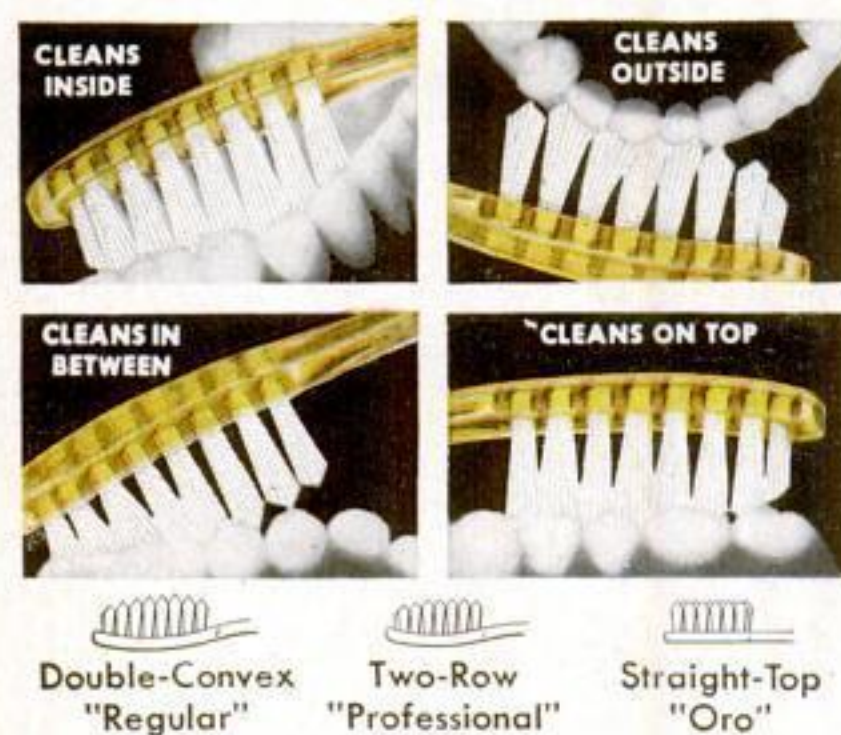
...the Jantzen sun-and-fun specialists have been up to their ears in research on all phases of summer activity...and the result is this crop of marvelous sun classics...the best-looking, the best-fitting, the best-performing sunclothes in all the world. They're all man-tailored every inch of the way...that goes automatically with the Jantzen label. They're all in finest quality washable fabrics that really can take sun and action, and they're all in special-for-Jantzen wonderful-looking fast colors. In other words, they're all as perfect as can be ...what's more, they're at practically every good store.

"EYEFUL"... (left) girl's shorts, fine Sanforized cotton gabardine, white, black and pastels 4.95. Shirt in finest all-combed cotton ...for men, too, 3.95...others 2.95.
"SEA-LEGS"... man's shorts tailored like slacks in fine Sanforized cotton gabardine...4.95. The tee shirt, finest all-combed cotton, stunning stripes 2.95.
"BONGO"... (right) sun suit, print on fine Sanforized cotton poplin 8.95.

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BAUMAN-GREENE



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Reaches every *'nook and cranny'* in your mouth!

Your mouth is a maze of hard-to-reach places. But the 800 working bristle-ends of a Dr. West's Miracle-Tuft—25 for every tooth—"sweep" them all sparkling bright. That's because the springy, "EXTON" bristles of the Dr. West's are set in a brushhead scien-

tifically curved two ways to reach every tooth surface. They're *water-proofed*, too, for more effective cleansing. And every Dr. West's comes *sealed in glass* for your protection. Try this miracle brush today in one of the three designs shown at the left. Each 50¢.

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a more enjoyable pipe
for 4 good reasons

1. LOCKMOUNT guarantees tight fit
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LETTERS TO THE EDITORS

—CONTINUED—

MOVABLE LIDS

Sirs:

In Speaking of Pictures (LIFE, May 16), I wish to call your attention to a perceptible error in the large picture of the mother frog with the new-born baby frog landing on the mother's right eye.

The mother frog is not lowering her eyelid but is merely moving upward her nictitating membrane. Her eye is protected by two thick lids. Both lids are slightly movable; the lower lid is provided with a transparent membranous extension, the nictitating membrane, which moves upward to cover the eye.

GEORGE M. FANELLI JR.

Washington, D.C.

• Right.—ED.

PIPA PIPA

Sirs:

You state that the *Gastrotheca* species of frog is unique in its method of developing its young. I believe you will find that the *Pipa pipa*, commonly known as the Surinam toad, has a very similar method of incubation of its eggs. The eggs are fertilized immediately after spawning and are implanted onto the back of the female. The only difference is that the Surinam young each have individual pouches for development. The *Pipa pipa* is found all over the northern part of South America.

JAMES F. McDOWELL, M.D.

Birmingham, Ala.

• Here are pictures of the Surinam toad and its young.—ED.



TOADS BEFORE BIRTH



MOTHER AND YOUNG



SINGLE BABY TOAD

FLEAWEIGHT

Sirs:

Enclosed you will find a picture of a lightweight-fleaweight (Kent Cooper Evans, aged 2) who suffered more than a nosebleed in his first (but not

When shoe value is

measured in terms of months

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per pair, the wisdom of choosing

quality is obvious. Florsheim

Shoes are better made to

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millions of men recognize

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Fast HELP for HEADACHE



UPSET STOMACH
JUMPY NERVES



BROMO-SELTZER

FIGHTS HEADACHE
THREE WAYS

For fast help from ordinary headache always take Bromo-Seltzer. It fights headache three ways:



1. Relieves Pain of Headache.
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3. Quiets Jumpy Nerves.

Caution: Use only as directed. Get Bromo-Seltzer at your drug store fountain or counter today. A product of Emerson Drug Company since 1887.

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Styled by Jacques Kreisler



to Son: for brilliance...



to Dad: for distinguished service...



Citation... a distinctive tribute for
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him long and brilliantly. Like a row
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ENDURING KREISLER QUALITY *
in colors of yellow,
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**LETTERS TO
THE EDITORS**

CONTINUED

his last) bout. Perhaps some lessons
from Joe Clark (LIFE, May 16) would
have avoided the shiner.

O. LYNN EVANS

Hampton, Iowa



EVANS, AFTER BOUT

PROMISING

Sirs:

In your essay "Hard Times on Broad-
way" (LIFE, Feb. 14) you showed a
tense, sad-faced young actor named
Royal Dano waiting to try out for a
part in *South Pacific*. You added that
he did not get the part. Is this the same
Royal Dano who was mentioned in the
annual *Variety* critics' poll as the Most
Promising Young Actor?

J. T. JONES

New York, N.Y.



● Yes. Dano (above) got a part in a
play called *Mrs. Gibbons' Boys*. It
ran for only five performances, but
Dano's acting earned him one critic-
ic's vote as the season's Most Prom-
ising Young Actor. Ray Walston of
Summer and Smoke won with three
votes.—ED.

GILDED YOUTH

Sirs:

Sometime after your essay on teen-
agers (LIFE, Dec. 20) arrived in Rus-
sia, an unexpectedly vitriolic reaction
to it appeared in the Soviet press. The
Russian *Literary Gazette* carried an
article by Evgeni Dolmatovsky en-
titled "Customs of American 'Gilded
Youth'" in which the subjects of LIFE's
essay are discussed with wonderment,
disbelief and pity.

Dolmatovsky's first object of attack
is the "boogie haircut" popular in De-
troit. "The picture shows an ugly head
—the top is clipped short and the back
has long patches of hair hanging down.
By the way, in Germany after its de-
feat in the First World War, the young
people who later comprised the flowers
of fascist bands also thought a lot of
such an 'original' coiffure."

Teen-age greetings alarm the au-
thor. "The young people," he says,
"snatch each other by the hand, mak-
ing something like a bottle out of
their fingers—this is called 'drink-
ing beer.' Probably the most char-
acteristic is the 'politician's hand-
shake' used in Des Moines. The boys
rush toward each other with a yell,
seize one another and then carefully

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FEET BURN?



For FAST RELIEF use
this MEDICATED Powder!

No unmedicated powder can relieve your chafed
and burning feet as Ammens Powder does!

For Ammens contains three famous medicinal
ingredients—gives 3-way medicated skin care:
(1) Medicated relief. (2) Medicated protection.
(3) Medicated comfort. Soothing and comfort-
ing. Promotes healing by helping to protect
tender skin against irritation. So soft, it cush-
ions against chafing. Absorbs extra moisture.
For medicated skin care, get Ammens Powder
today. No luxury tax.



FREE trial size can. Write
today to Dept. L-691, Bristol-
Myers Co., Hillside, N. J.
(Offer limited to U.S.A.)

AMMENS
Antiseptic Powder

CONTINUED ON PAGE 34

New Improved Pepsodent Sweeps FILM Away!

Have brighter teeth and cleaner breath in just 7 days—or Double Your Money Back!

WHY FILM MUST BE REMOVED

1. FILM collects stains that make teeth look dull
2. FILM harbors germs that breed bad breath
3. FILM glues acid to your teeth
4. FILM never lets up—it forms continually on everyone's teeth

Run the tip of your tongue over your teeth. If you feel a slippery coating there—you have FILM!

Now Faster Foaming!

Make this 7-Day Pepsodent Test!

Use new improved Pepsodent Tooth Paste for one week ... and if you yourself don't agree it keeps your breath fresher—makes your teeth far brighter—we'll return twice what you paid!

New Pepsodent foams wonderfully—goes to work faster, fighting film and its harmful effects in all these ways: (1) Pepsodent makes short work of the discoloring stains that collect on film. (2) It routs film's "bad breath" germs that cause food particles to decay. (3) Pepsodent's film-removing action helps protect you from acid produced by germs that lurk in film. This acid, many dentists agree, is the *cause* of tooth decay. (4) Film forms continually. Remove it regularly and quickly with Pepsodent.

Try New Pepsodent now on our double-your-money-back guarantee. No other tooth paste can duplicate Pepsodent's film-removing formula! No other tooth paste contains Irium*—or Pepsodent's gentle polishing agent. *For the safety of your smile use Pepsodent twice a day—see your dentist twice a year.*

*Irium is Pepsodent's registered trade mark for purified alkyl sulfate.



DOUBLE YOUR MONEY BACK!

Use New Pepsodent with Irium for just 7 days. If you're not completely convinced it gives you cleaner breath and brighter teeth, mail unused portion of tube to Pepsodent, Division Lever Brothers Co., Dept. G, Chicago, Ill.—and you'll receive double your money back, plus postage. Offer expires August 31, 1949.



Another Fine Product of
Lever Brothers Company



"Don't thank me, lady!"

It happened in Hollywood, and it's hard telling who was more surprised...

Mrs. Frances Manley, who wrote us about it...or the laundryman she thanked for returning her sheets so crisp and fresh and *young* looking, week after week.

You see, those sheets were Pequots and they'd been going to the laundry continually for many, *many* years. Writes Mrs. Manley:

"It was a remarkable record, even for long-lived Pequots, but when I thanked the laundryman he surprised me by saying, 'Don't thank me lady! Fact is, you had superior sheets to start with.'"

Well, Mrs. Manley sent us one of those ancient Pequots and you should see how fresh and sassy it still looks... white, smooth, firm as old linen.

Years of Extra Wear

There's a lot of confusion about sheets these days. Truth is, you simply can't beat Pequot high-count muslins for long wear, smooth texture and lasting whiteness.

America's housewives know this well, for *many* write as did Mrs. Manley:

"My mother used Pequots. My daughter has them in her hope chest...that's 3 generations of Pequot users."

For honest-to-goodness value, get Pequot muslins...they're made to outwear any other sheets you can buy at any price...they're *America's most popular sheets*.

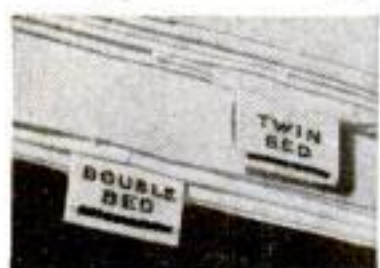
Pequot Mills, Salem, Massachusetts
Also makers of Pequot Fine Combed Percales



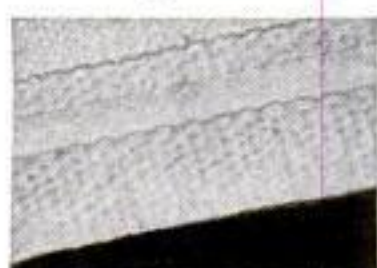
Pronounced "PEE-KWAT"

PEQUOT SHEETS

High-count muslins have the thread count and weight that give the longest service.



Projecting size tabs for quick finding on the shelf.



Double-tape selvages to give extra strength.

so good-looking so long-wearing

LETTERS TO THE EDITORS

CONTINUED

search pockets, extracting wallets and purses."

Dolmatovsky is further worried by students wearing GI shoes. "All these ravings supplied with photographs would seem to be just an illustrated appendix to a textbook on psychiatry if news about one more fashion did not



"BEER DRINKER'S HANDSHAKE"

appear in the American press: in Des Moines on Thursdays the young boys wear soldiers' boots. The children of frenzied advocates of aggression engage six days a week in blowing thin paper from one nostril into another and other similar 'amusements.' But the seventh day we hear the military clicking of heels and through the idiotic grimace of American youth penetrates the beastly bared teeth of a young warmonger."

Singling out Denver's popular Earl Reum for special attack, the Russian author says, "The teachers' council of the school where the 'idol' is performing conferred an honor on him, having decorated him with a purple jacket and a similar cap and having given him an official rank of 'youth organizer.' Earl

CONTINUED ON PAGE 37

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BEAUTIFUL GIFT BOX WITH EACH AMITY BILLFOLD



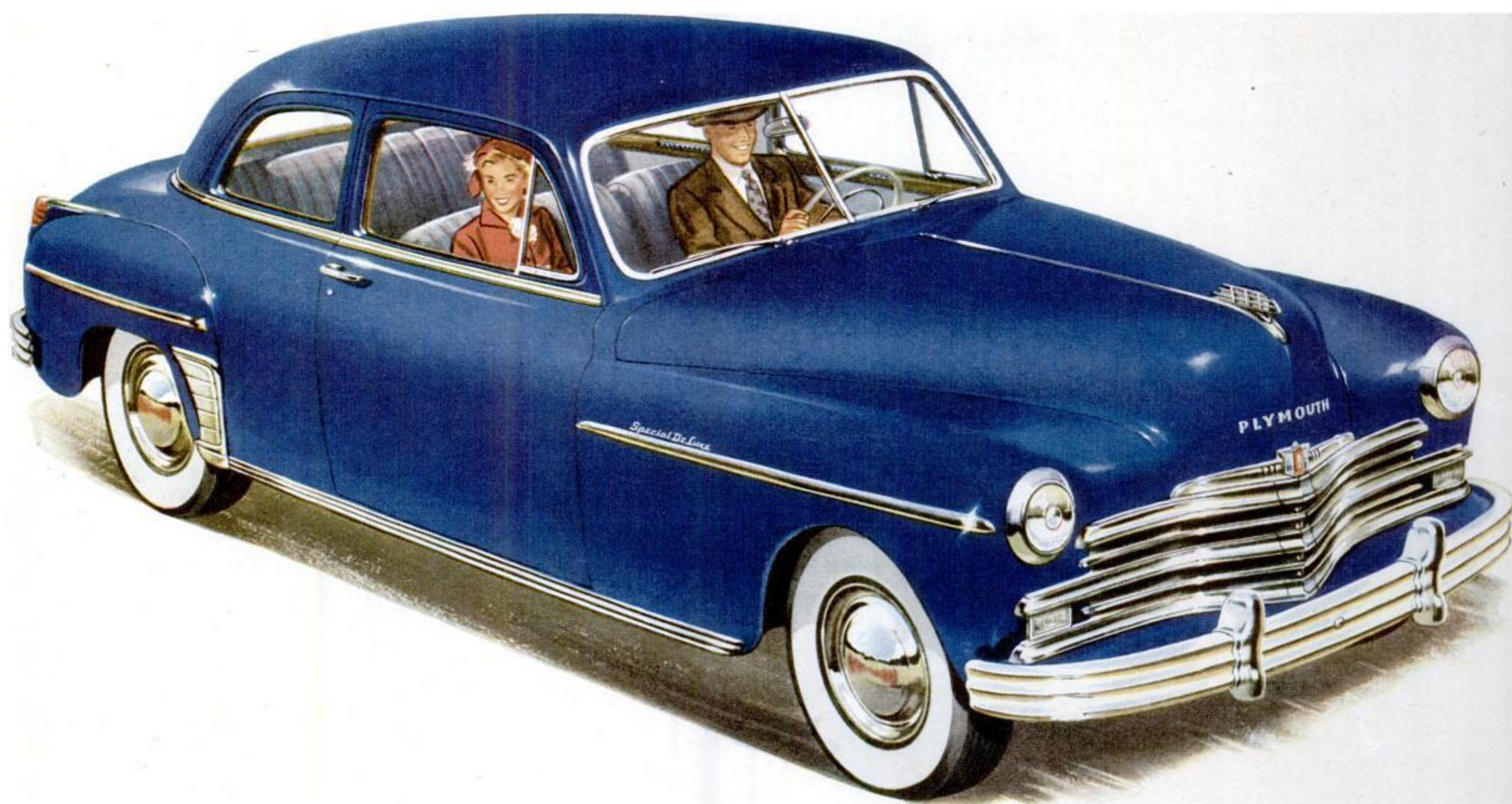
AMITY LEATHER PRODUCTS COMPANY
WEST BEND, WISCONSIN



*Borden presents its finest -
most delicious ice cream* **Lady Borden**



Lady Borden Ice Cream comes to you *fresh as it's frozen*, ready to dip out of its distinctive Burgundy-colored package. You'll find it featured at Borden's Ice Cream dealers'.



NUMBER OF QUALITY FEATURES

Most high-priced cars have	22
Low-priced Plymouth has	21
Low-priced car #2 has	13
Low-priced car #3 has	4

The car that likes to be compared!



New PLYMOUTH

YOU decide! Don't just take our word for it. See the New Plymouth Quality Chart at your nearby Plymouth dealer's. It lists 22 costly features of high-priced cars—shows how low-priced Plymouth has far more such features than low-priced cars #2 and #3. Then ride in all three. Put all to the same competitive tests. Comparison again will prove Plymouth's greater comfort, safety, ease of handling—its greater value.

PLYMOUTH Division of CHRYSLER CORPORATION, Detroit 31, Michigan

**For less than
the price of a
hat, you can
avoid a serious
mistake!**



**NICHOLS
NEVER-STAIN
TRADE MARK
ALUMINUM NAILS**

Unsightly rust streaks from ordinary nails on your house siding could cost you an expensive repaint job. However, for less than the price of a hat, NEVER-STAIN Aluminum Nails protect the siding, roofing and plastering of the average five-room house from rust streaks and stains.

NEVER-STAIN Aluminum House Siding Nails more than pay for themselves in the savings they make. When used in wood siding they eliminate countersinking and puttying—a \$50 to \$60 added cost when ordinary nails are used. They also have great holding power because they are etched from head to tip.

Make no mistake. It pays to insist on NEVER-STAIN Aluminum Nails when you build or remodel. Available in various types and sizes for use wherever nail stains are objectionable.



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General Offices and Factory
Davenport, Iowa

ALUMINUM IS NOT A SUBSTITUTE!

LETTERS TO THE EDITORS

CONTINUED

Reum is portrayed when, taking advantage of the teacher's absence, he pours all chemicals prepared for a test into one container. Such a hooligan should have been dismissed from the class, but in America he is photographed for a magazine: he is a worthy pupil of the elder Americans who put their feet on the table of 'Americanized Europe.'"

Poor translation may be the reason for the next passage: "At the sessions of the student council Reum usually brings life to this dull occupation by extracting a little bottle out of his pocket and stating, 'My father proved to be in this bottle.'" Reum's actual remark to the student council as reported in LIFE: "My father was a corker, but now he's in the jug."

NICHOLAS COROTNEFF

New York, N.Y.

● As Karl Marx wrote in *Das Kapital*, Volume I, part 7; chapter 24: section 3, "... The progress of capitalist production creates a world of delights. ... What avails lamentation in the face of historical necessity?"—ED.

MADE-OVER TARZAN

Sirs:

I enjoyed your article on the 10 movie Tarzans (LIFE, May 16) but I wish you would answer this question. Isn't Herman Brix, the 1935 Tarzan, Bruce Bennett, a leading Warner Bros. actor?

WILLIAM FRANK

Cleveland, Ohio



● Brix (left) graduated to more suave roles (right) after changing his name.—ED.

*Address the Editors
at 9 Rockefeller Plaza
New York 20, N.Y.*

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"What shall I give her?"



THE HANDSOME, always-wanted General Electric Clocks make a perfect gift for any bride. For no wife can have too many electric clocks.

For June birthdays and wedding anniversaries, an always dependable G-E Electric Clock is as welcome as the years are long!

There's a General Electric Clock for every purse and purpose.



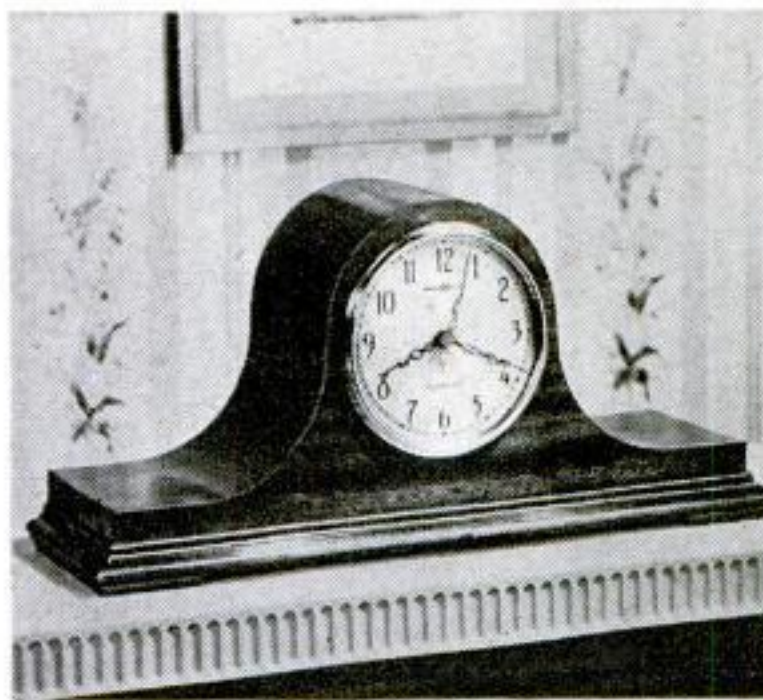
MORNING GLORY

Here is beauty wedded to utility! This attractive General Electric Alarm Clock's flawless metal case has a soft, satiny butler silver finish... will enhance bedroom or living room. Its bell alarm is melodious, yet positive. \$17.95, plus tax.



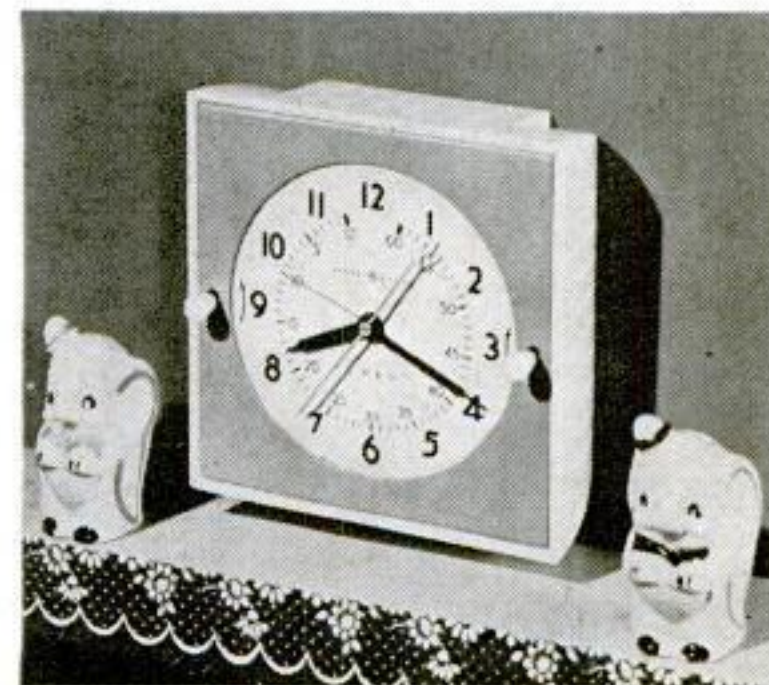
HERALDER

This especially LOW-COST GIFT ITEM will give you some idea of the wide price range that exists in the G-E Clock line. One of our most popular alarm clocks, the Herdler makes an ideal "shower" gift for a bride. \$4.95, plus tax.



PRELUDE

Note the charming simplicity of its Tambour design! The case is of burnished mahogany. Against the butler silver finish dial, black numerals and filigreed hands stand out handsomely. Full Westminster chimes sound the quarter hours in muted overtones. An elegant show-piece mantel clock! \$45.00, plus tax.



CHEF

What a gift for a bride! A combination kitchen clock and 60-minute timer. Just set it to buzz loud and long at the end of any job that takes an hour—or less. Stand the Chef on any working surface, or hang it on the wall. In red, green, ivory, or white. \$7.95, plus tax. General Electric Company, Bridgeport 2, Conn.

(Prices subject to change without notice.)

GENERAL  ELECTRIC

NO OTHER PORTABLE CAN HOLD A CANDLE TO THIS ONE!



It's the new...



GRAY MAGIC ROYAL PORTABLE

...truly **THE** standard
typewriter in portable size!

Close your eyes and you'd swear you were typing on an office typewriter! Its keyboard is identical in width, slope, and clearance between key rows with that of its big brother.

Controls on the Royal Portable are the same—work the same. Students can switch from an office typewriter to a Royal Portable *automatically*!

No other portable has these Exclusive Royal Features:

Soft gray color! So restful on the eyes—banishing all glare. From stem to stern it's the picture of comfort!

Finger-Flow Keys! Keys shaped to the contour of your fingers. Make typing easier, faster. Only Royal has them!

"Magic" Margin! This exclusive Royal feature sets the margin with a flick of your finger—wherever you position the carriage.

No fumbling with margin stops. No fuss, no fret—click, it's set! Only Royal has it!

Speed Spacer! The space bar is built right into the typewriter frame for quicker, easier, surer spacing. You'll find this great improvement *only* on Royal!

Streamlined, compact beauty! Most modern in design—yet the sturdiest! Royal is built for com-

fort, speed and long, long wear. It's the greatest portable precision instrument that ever graced a desk!

Remember: It's the standard typewriter in portable size. See the Gray Magic Royal Portable today at your dealer's. Complete with new Air-flight carrying case. Learn how easy it is to own one. Two models: Quiet De Luxe and Arrow.

GRAY MAGIC ROYAL PORTABLE

Made by the world's largest manufacturer of typewriters

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LIFE'S COVER

Ronnie Porter, the girl on this week's cover, is wearing a new blue denim costume with an interesting history. It was inspired by the denim shirt which Mary Martin hastily pulls on in *South Pacific* after singing *I'm Gonna Wash that Man Right Out'a my Hair*, and it is now being manufactured in quantity by Korday as one of the season's unusual tops for little-boy shorts (pp. 97-100). Blond Ronnie, 20, weighs 103 pounds, is 5 feet 5 inches tall. She is the daughter of a Navy officer. She has traveled all over the U.S., attended 11 schools and has been modeling three years. She now wants to be an artist but will probably settle down and get married instead.

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"JERIS

WINS MY THANKS FOR
THE WONDERS IT WORKS
ON MY HAIR AND SCALP!"

PRAISES

Fred Mac Murray



FRED MacMURRAY

starring in

"FAMILY
HONEYMOON"

A Universal-International
Picture

KEEP YOUR HAIR WELL-GROOMED Free of Dandruff Too, with "Double-Action" Jeris!

Guard your hair and scalp the amazing way so many movie stars now do. Use famous Jeris Antiseptic Hair Tonic daily, with massage. Jeris' remarkable "double-action" not only keeps your hair neat and smooth... but keeps dandruff flakes away.

(1) JERIS KILLS DANDRUFF GERMS* ON CONTACT! Antiseptic action *instantly* removes unsightly dandruff flakes from hair and scalp.

(2) JERIS STIMULATES THE SCALP! Daily massage with Jeris awakens blood flow. Nourishes hair roots. Helps promote healthy hair growth, relieve dry scalp and excessive falling hair.

For well-groomed hair that's free from dandruff too, take Fred MacMurray's advice. Ask your druggist or barber for Jeris Antiseptic Hair Tonic today.

*(Pityrosporum ovale), which many authorities recognize as the cause of infectious dandruff.

JERIS

ANTISEPTIC HAIR TONIC



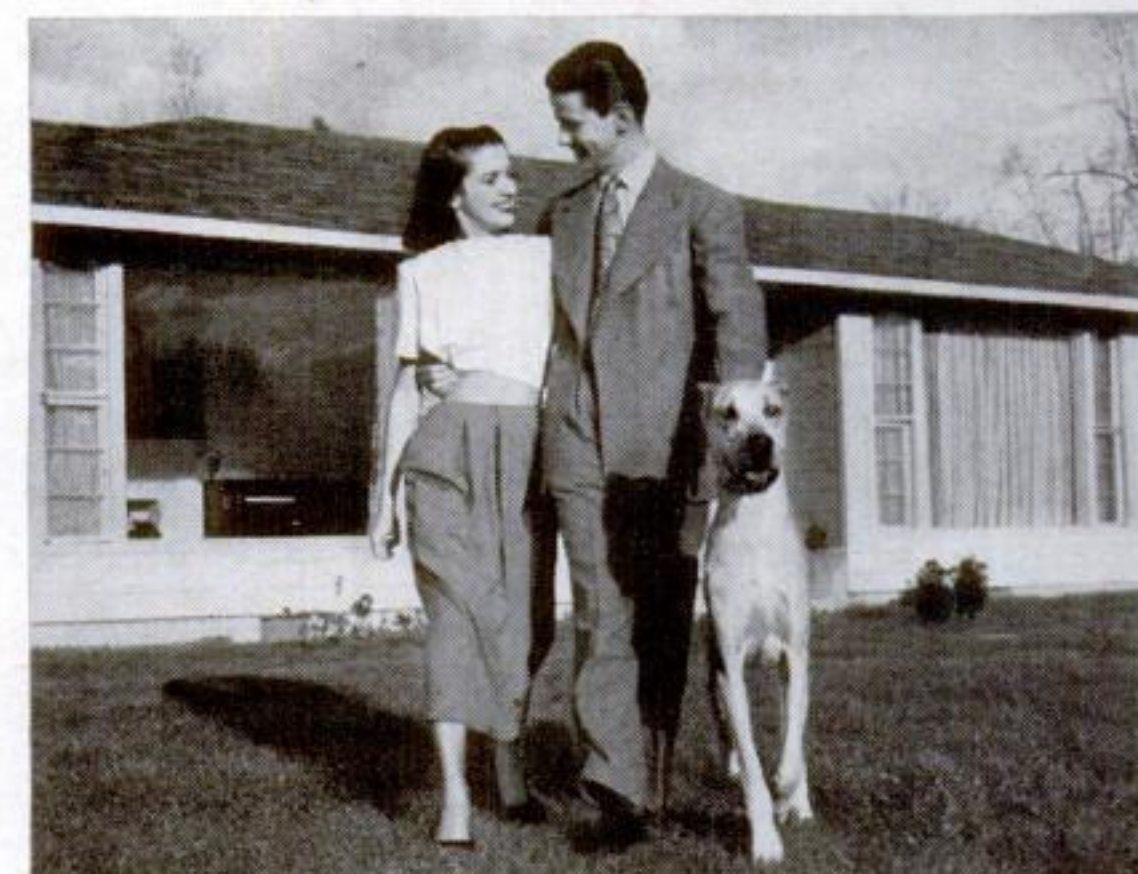
Another Dazzling Complexion



Prep school romance blossoms into "happy ever after"... in the home Edward Guillot of Jackson, Miss., planned and built for his smooth-skinned Woodbury-deb, Dorothy Marion Snow.



"With this ring I thee wed..." Eddie started campaigning for Dot back in his Baylor Military Academy days. Laid siege all through school. Flew to Miami during vacation to "pin" her. Now comes The Big Day—Dot, his bundle of Woodbury charm and sweetness is his!



The home that Eddie built... for Dot! She "decorates" it... and how. That sparkling glow in her silken complexion comes of pampering skin with Woodbury. The soap with a beauty-cream ingredient—actually a skin-smoother. Lather's extra mild... no irritation, no "skin-burn".

Another Woodbury Deb Marries



"My Woodbury Facial Cocktail couldn't be easier!" smiles Dot. "Just massage Woodbury's mild lather into your skin. Rinse warm—splash cold for tingling freshness. Skin's lovelier—that quick!" Take to the deb's beauty care, girls. Look romantic!



Coralled! "Who... me?", asks the horse. "From what I hear, she's got him tethered." And Eddie loves it! That's your tip to keep a man close—Woodbury-smooth skin does it!



Fishing lure—Dot's got plenty! She defies sun to dry or coarsen her complexion. "My daily skin-softener... a Woodbury Facial Cocktail... leaves my skin simply satin."



Two Sizes of Woodbury. Facial and big new Bath—with smoothing beauty-cream ingredient, to make you beauty complexion all-over! Dot adores it... her shoulders and arms stay so velvety.

No Skin-Burn with Woodbury's New Beauty Cream Ingredient!



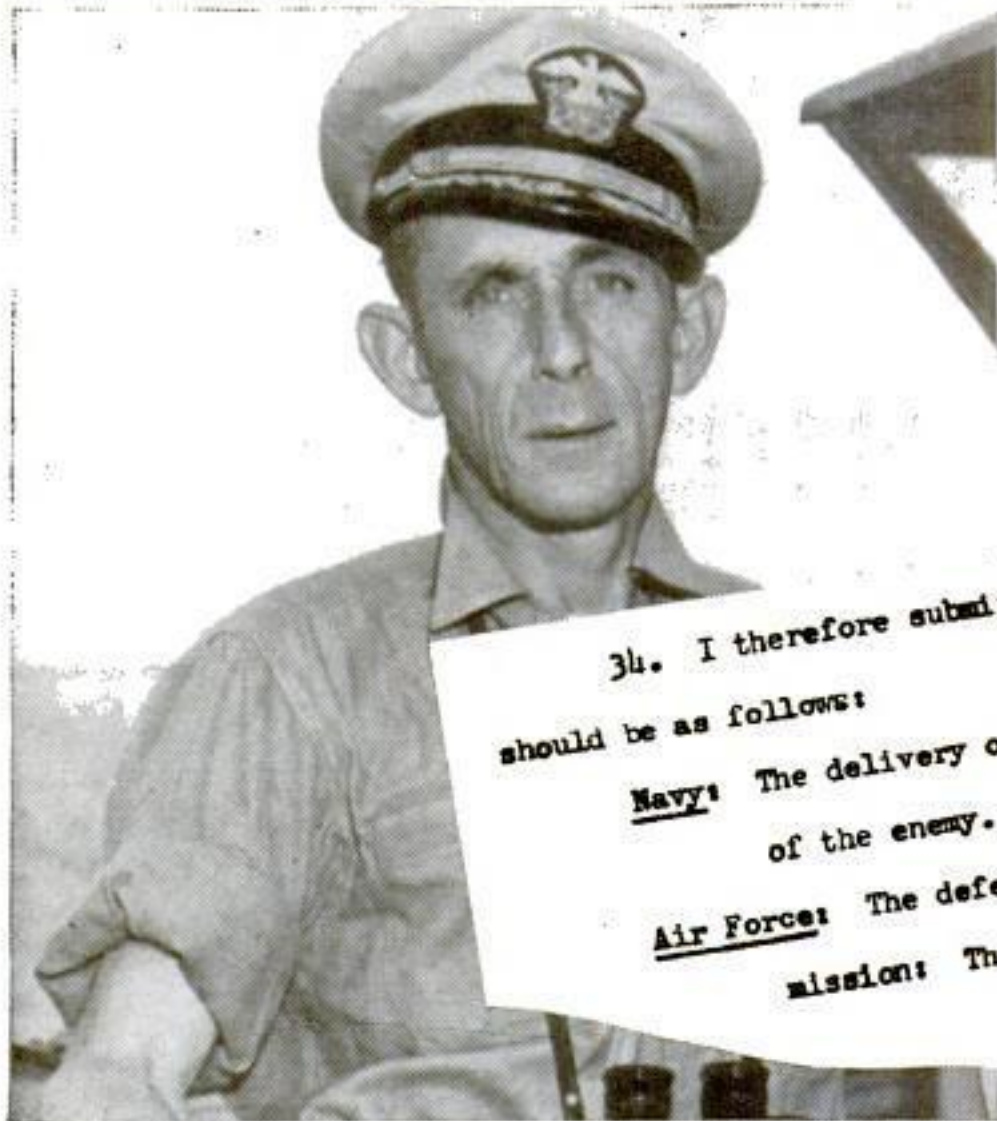
SECRETARY OF DEFENSE LOUIS JOHNSON, CENTER OF ALL THE BICKERING BETWEEN NAVY AND AIR FORCE OVER THE B-36, TAKES A BREATHER IN HIS OFFICE

THE ARMED SERVICES BATTLE IT OUT

Louis Johnson, whose penetrating eyes are the focal point of the picture above, is a big, forceful, blustering man who has been banging military heads together like Easter eggs ever since he became Secretary of Defense on March 28. Last week he was taking a little banging around himself. Up on the floor of Congress rose Pennsylvania's Representative James Van Zandt, once a Navy officer and still its great and good friend. Primed by old Navy friends, Congressman Van Zandt asked a sharp question. What he wanted to know was why the Air Force had suddenly discovered that the B-36 bomber, which it had practically decided to abandon in early 1948, was its best weapon and worth hundreds of millions in contracts. Van Zandt pointed out that Louis Johnson was formerly a director of Consolidated Vultee, which builds the

B-36, and that Secretary for Air Stuart Symington is reported to be a frequent house guest at the California ranch of Floyd Odum, the financier who now controls Consolidated Vultee. Odum, according to gossip Van Zandt had heard, had helped Louis Johnson raise anywhere from \$1.5 to \$6.5 million for the Democratic campaign chest. Whatever the implications of these statements (and Symington promptly denied any irregularities), the nation was about to witness another hectic chapter in the fight between Army, Navy and Air Force. By week's end the FBI had investigators out looking for the sources of these scandalous charges. Congress was being asked to investigate Johnson, Symington and the Air Force—and it looked as if the Battle of the Pentagon could break out into the hottest news of the whole hot Washington summer.

HOW THE FIGHT OVER THE B-36 DEVELOPED



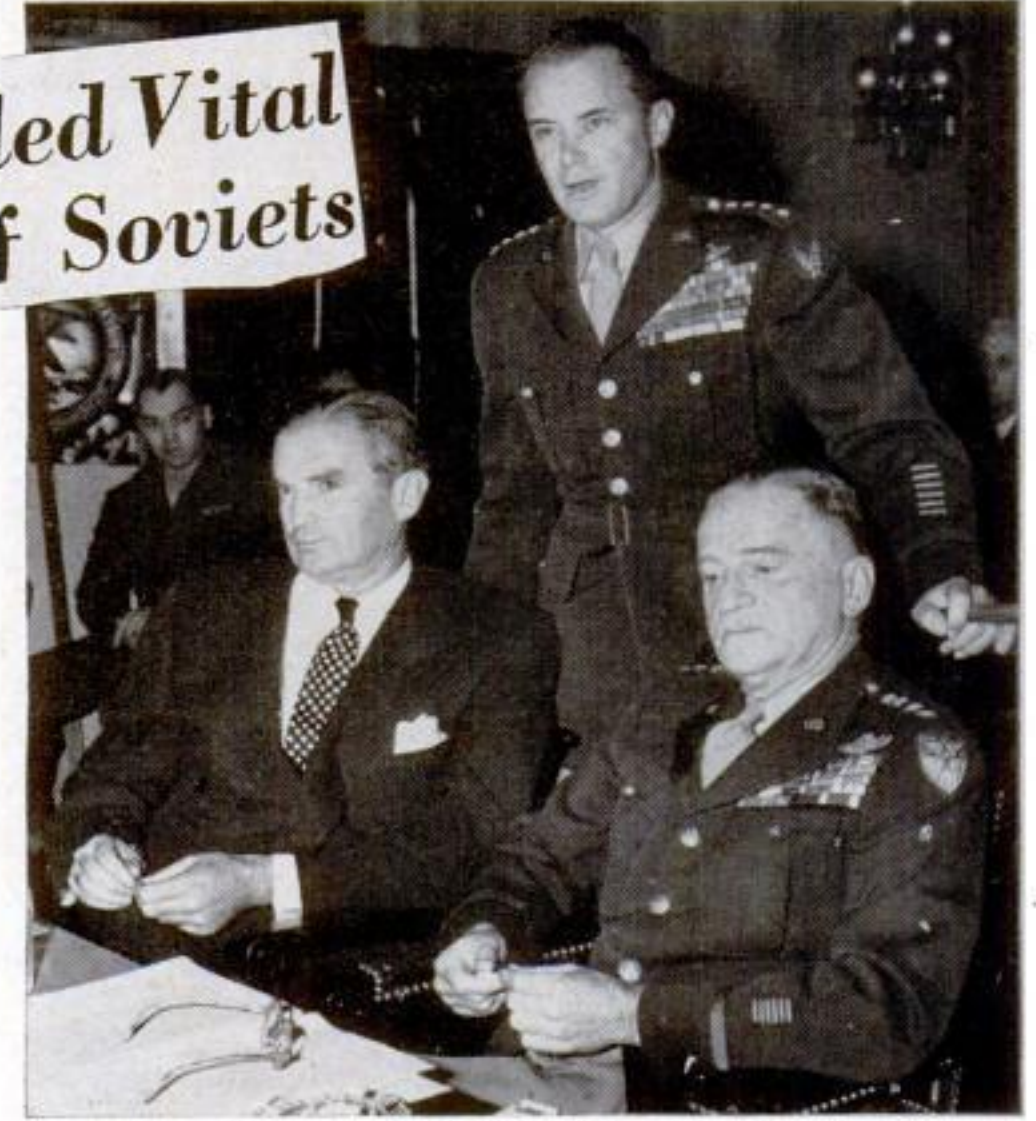
70-Group Air Force Called Vital In Balancing Power of Soviets

34. I therefore submit that the major missions of the Navy and the Air Forces should be as follows:

Navy: The delivery of an atomic attack on the capitol and industrial centers of the enemy. Secondary mission: Control of the seas.

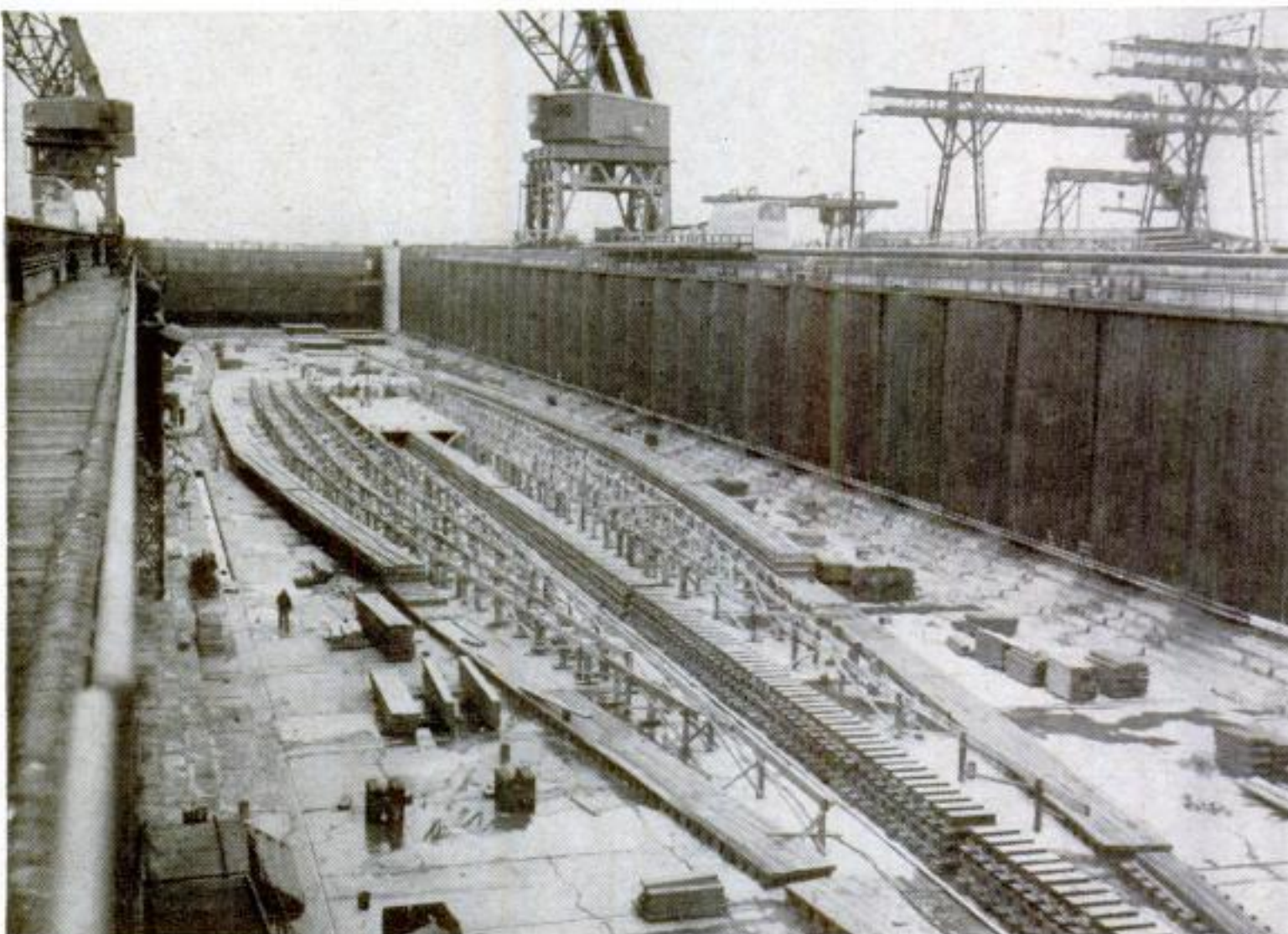
Air Force: The defense of the United States against Air attack. Secondary mission: The delivery of atomic attacks from overseas bases.

D. V. GALLERY
ACNO (Guided Missiles)



FIRST FLARE-UP in Navy-Air Force feud was secret report by Admiral D. V. Gallery (above) in spring of 1948. Air Force found conclusions, shown in photostat, extreme and distasteful. To keep peace Navy Secretary Sullivan had to scold Gallery publicly.

70-GROUP AIR FORCE was urged on Congress in 1948 by Secretary Symington, accompanied by Generals Hoyt S. Vandenberg (center) and Tooev Spaatz. Symington went over Defense Secretary Forrestal and even the President, who favored 48 groups.



NAVY'S SUPER CARRIER was started last April. It was to be 100 feet longer than its predecessors to permit the use of planes with longer range. The Air Force immediately attacked the project, said it would cost \$500 million, would be a "sitting duck."



NEW DEFENSE SECRETARY Johnson was sworn in by Chief Justice Vinson on March 28, with predecessor James Forrestal looking on. Johnson ordered Navy to abandon super carrier, approved 36 more Air Force B-36s which Forrestal had pigeonholed.

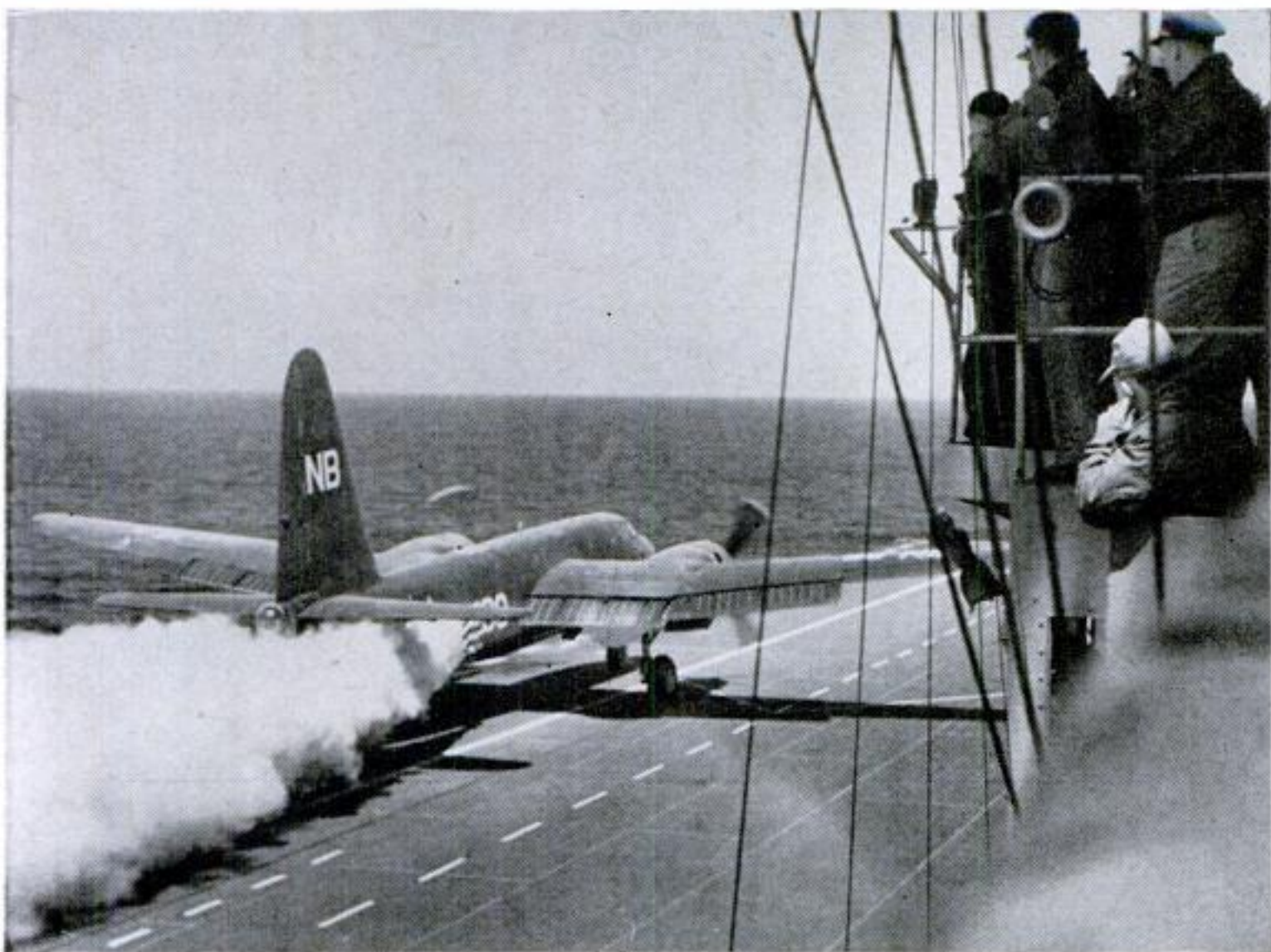
WINNING FIGHTS WITH RUMORS IS TIME-HONORED WASHINGTON TACTIC

The battle between Navy and Air Force—the progress of which is shown in the photographs above—has been waged with all the weapons that are usually considered the prerogative of a catty woman. Navy men have privately assured their friends that Air Force performance claims for its new planes are deliberate falsehoods. Air Force officers have been glad to help, on an off-record basis, any magazine writer who felt like turning out a piece saying the Navy's carriers were less than adequate. Both sides have wooed editors, correspondents, senators and—by costly publicity stunts—the man in the street. Neither side has been above a little polite character assassination. The Air Force seized on the Gallery report (above), which was a private chore that never had full Navy approval, with such gleeful outrage that poor Admiral Gallery was nearly embarrassed to death. Somebody has been circulating the falsehood that Secretary Johnson, whom many Navy people deplore, never believed that Mr. Truman would win the election and only undertook the fund-raising job to gain control of the party, for his own ends, after the defeat. The rumor has also

gone around that Francis Matthews, the new Navy Secretary brought in by Johnson, boarded a battleship during the war and was amazed to find that it was hollow—which is an old Navy joke brought up to date with a new victim.

The rumors which resulted in Congressman Van Zandt's demand for an investigation last week may mark the start of a major scandal or may only be an especially vicious example of how the Washington gossip machine operates. Washington being the kind of city it is, the mathematical odds are in favor of the latter. Year in and year out knives fly through the Washington air as thick as horseflies at a harness meet, and even the nicest people soon learn the value of fighting their enemies with the malicious tidbit of gossip, the planted rumor and the engineered "leak" to a friendly newspaperman. The whole city is hungry for information and so are the clients of its large press corps and its radio correspondents. False news, whispered in a behind-the-hand confidence, often travels farther and gains more credence than the truth given out in an official announcement. Anybody who has lived in official Washington for as much as six months knows how to take hold of a simple fact—like Louis Johnson's old directorship in Consolidated, or Symington's rather flossy socialite qualities—and weave it into the most sinister kind of fabric.

Regardless of the outcome of the B-36 controversy, one thing is certain: the B-36 will never fly as fast as a Washington rumor. Once Lieut. General Albert Wedemeyer made an off-record speech on the China problem at a luncheon of the Overseas Writers. By the time he got back to his office at the Pentagon, a call was waiting from General Marshall, then Secretary of State. Somebody



NAVY'S ANSWER to 70-group proposal was a bomber which can take off from a carrier deck like P2V shown here. Navy said this made it possible to deliver atomic bomb on most military targets by carrier, meant that Navy should share in strategic bombing.



AIR FORCE COUNTERPUBLICITY was round-world flight by *Lucky Lady II*, a B-50. The trip was planned partly to show that land-based bomber could deliver atomic bomb anywhere, and partly to push the Navy's carrier-based bomber off front pages.



NAVY SECRETARY John L. Sullivan denounced Johnson, quit after super carrier order. Here he bids farewell to Navy.



B-36 INVESTIGATION was demanded by Congressman Van Zandt, here leaving the House in 1943 for duty as Navy officer.



MARINES GET INTO ACT by staging maneuvers for the benefit of Congress, represented here by, from left, Senators Cain, Thomas and Frear. Johnson once said he was transferring all Marine aviation to Air Force, backed down when congressmen objected.

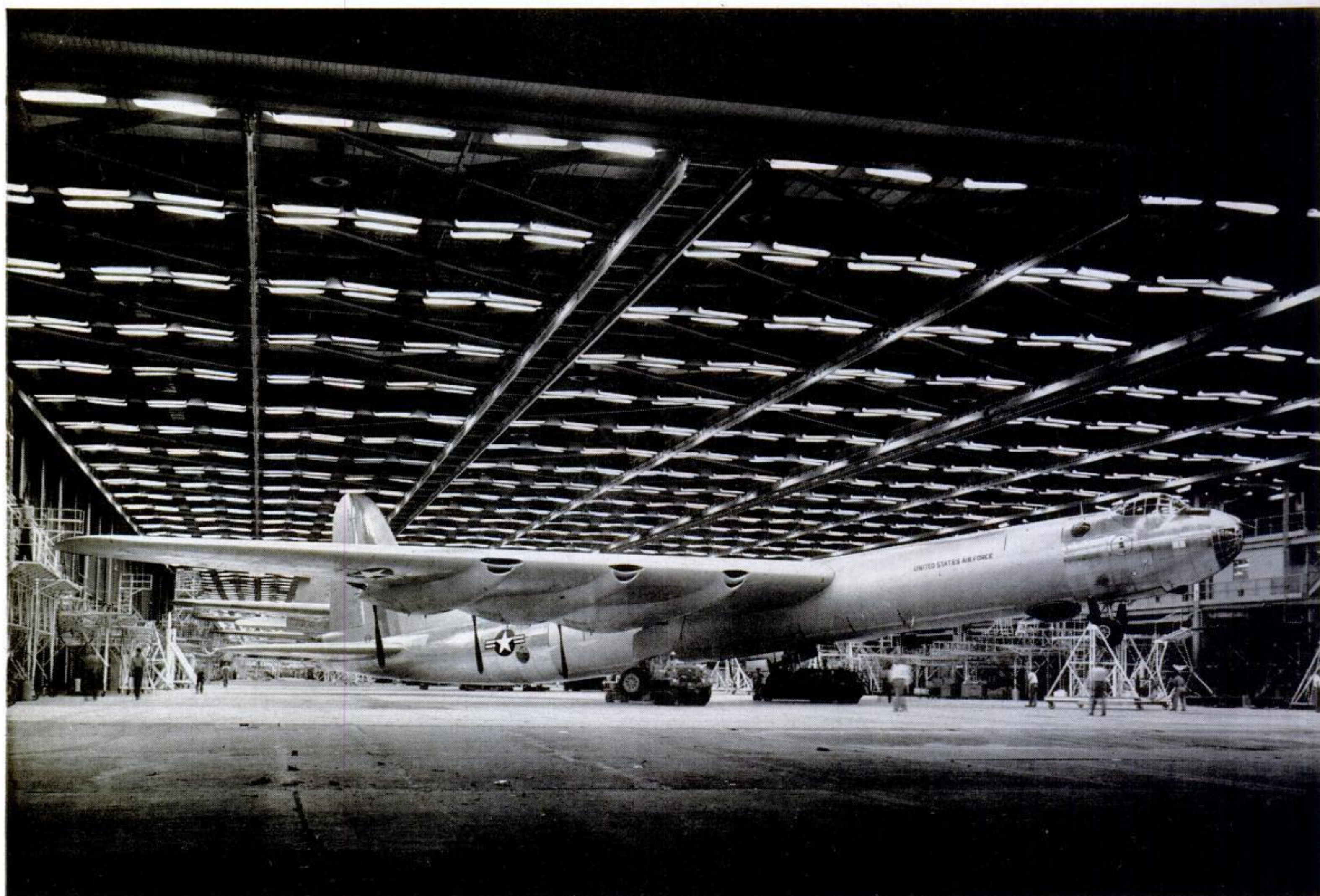
had already passed the word along the grapevine to General Marshall—and in doing it had added the embellishment, completely untrue, that General Wedemeyer had attacked the whole Marshall policy. It took the testimony of several eyewitnesses at the luncheon to calm down General Marshall and get General Wedemeyer off the spot.

There was a time when the city believed almost to a man that a high State Department official had installed twin bathtubs in his home, so that he and his wife could take their baths *tete-a-tete*. At the same time it was common knowledge, though untrue, that a Justice Department official was ardently pursuing a Washington housemaid, put up by her employers to pose as a countess. These rumors were planted in an effort to keep anybody from ever taking the two officials seriously—and they very nearly succeeded. For a time the mere presence of either of the two gentlemen in a Washington restaurant was enough to set diners tittering from one end of the room to the other. More recently enemies of Mon Wallgren, the President's unsuccessful candidate for chairman of the National Security Resources Board, were delighted when he turned up at the White House in a slightly rumpled shirt; this enabled them to coin the absurd rumor that poor Mon was so down on his luck that his wife had to do his laundry. Numerous enemies of Marriner Eccles of the Federal Reserve Board will be glad to swear on a Bible—as long as you don't quote them directly—that all his recent attacks against the Bank of America are attributable to the fact that his family owns a rival Western banking chain. On the other hand Eccles' friends will gladly spread the slander that Secretary

of the Treasury Snyder, his antagonist in the Bank of America matter, is protecting the bank solely because it has been dangling a fat job in front of him.

In the current controversy over David Lilienthal, head of the Atomic Energy Commission, Lilienthal's supporters will tell anyone who cares to listen that he has done a magnificent job of rescuing the atomic program from the errors made when it was under military control. On the other hand supporters of Major General Leslie R. Groves, who used to run the show, will tell you confidentially that Lilienthal has practically wrecked everything that the good general so magnificently got under way. (In this case, because security regulations keep the facts hidden, even the most painstaking reporters have to pay their money and take their choice.)

The most vicious Washington smear campaign of recent years was directed against Secretary of Defense James Forrestal. At the time of his funeral last week, numerous commentators went so far as to suggest that the slanders were the reason for his suicide. Human psychology, of course, is considerably more complicated than this theory presumes—but certainly Mr. Forrestal's effectiveness at a very difficult job was seriously reduced by the sniping. Unquestionably the Washington rumor factory is a baleful hazard of public life, inducing many men to shun or leave it. But on the other hand if all rumors were ignored or all critics silenced, the nation would never have learned about such matters as Teapot Dome or the Andrew May scandals. In the last analysis the Washington vendetta is something like medieval trial by torture—a pain that many good men must bear so that a few bad men may be discovered.



A COMPLETED B-36 IS WHEELED AWAY FROM THE END OF THE 4,000-FOOT-LONG ASSEMBLY LINE AT CONSOLIDATED VULTEE'S HUGE AIRPLANE PLANT AT FORT WORTH

FLOYD ODLUM'S ATLAS CONTROLS THE COMPANY THAT MAKES THE B-36

The biggest name brought into the attack on the B-36 was that of fabulous Floyd Bostwick Odlum, a quiet, retiring financial genius who became a multimillionaire in the early '30s. The son of a Methodist preacher, he worked his way through school, became known as such a bright young lawyer that he was gobbled up by Electric Bond & Share, soon made a director. On the side he started a little investment company called Atlas Corporation, which made big profits in the stockmarket of the '20s and

pulled out just in time. With \$14 million in cash and faith in the future, Atlas was in a perfect position to buy up the bargains that were lying around during the depression. Now its holdings have a book value of about \$65 million—including a \$3.7 million investment in Consolidated. One of the rumors behind Van Zandt's speech was that Odlum hoped to make Consolidated a kind of powerful General Motors of the air. But the only thing proved to date was that another Odlum enterprise had been highly successful.



BOARD MEETING of Consolidated in 1947 brings together Johnson (third from left) and Odlum (arrow), who had become chairman. Johnson had been a director since 1942.



WHITE HOUSE MEETING takes place between President and Odlum just before the 1948 election. Odlum was called in to discuss new foundation for arthritis research.



THE ODLUMS relax at fireplace of their elegant home at Palm Springs, Calif., which has a heated swimming pool, golf course and guest cottages with private sand dunes.

Mrs. Odium is the famous flier Jacqueline Cochran, wartime head of WASPs, whom he married in 1936. His first wife had been the highly successful president of Bonwit Teller.



AIR FORCE XF-91. This single-jet, experimental fighter, with four rockets as yet untried, will climb to 40,000 feet in two minutes, the Air Force claims. Its speed at that altitude: 800 mph.

NAVY XF7U-I. This twin-jet, experimental fighter (Cutlass) can reach 40,000 feet in from four minutes (Navy claim) to six minutes (Air Force claim). At 40,000 feet it can go 550 mph.

NAVY F2H-I. This twin-jet fighter (Banshee), already in production, can climb to 40,000 feet in 8½ minutes. It is highly maneuverable, can go about 480 mph at that altitude.

NAVY F9F-3. This single-jet fighter (Panther), the oldest of these four, is already in service, can climb to 40,000 feet in 10 minutes and make about 480 mph at that altitude.

rolf klep

NAVY FLYERS CLAIM that the bottom three fighter planes shown in this drawing can hit the B-36. If so,

the top one, a new Air Force model, can do the same. The top plane, however, has not yet been tested at this height.



DRAWING ILLUSTRATES KIND OF AERIAL DOGFIGHT

**B-36 IS SURROUNDED
BY CLOUD OF CLAIMS
AND COUNTERCLAIMS**



AIR FORCE B-36. This huge bomber, the Air Force claims, can carry 10,000 lb. of bombs 10,000 miles. Its top speed is 400 mph at 40,000 feet, using six pusher engines and four jets under the wings. Its 16 guns fire 20 mm. shells by remote control.

BETWEEN B-36 AND JET FIGHTERS THAT CONGRESSIONAL COMMITTEE HAS DEMANDED AIR FORCE PUT ON. LABEL SHOWS AIR FORCE CLAIMS FOR B-36 PERFORMANCE.

In the center of the Air Force-Navy controversy is the great cigar-shaped, swept-back-wing B-36 itself. It is the world's biggest bomber; its wingspread is nearly twice as great as the distance the Wright Brothers flew at Kitty Hawk. It once flew 4,200 miles from Texas to Hawaii, dropped a 10,000-ton bomb load and returned. All in all, the B-36 flies higher, goes farther, carries a bigger load and has the most formidable firepower of any bomber in the air today.

It may be understandable, therefore, that Air Force Chief of Staff Hoyt Vandenberg was moved to claim that "above 30,000 feet the B-36 cannot be successfully intercepted by our current jet fighters."

But this statement immediately brought a roar from the Navy flyers, who claimed that they had three fighters (*left*) which could climb to 40,000 feet and knock the B-36 right out of the air. This challenge brought a demand from a congressional com-

mittee that the Air Force forthwith invite the Navy up there to prove it (with camera guns). But whether an imitation of the dogfight shown in the drawing above would be held was doubtful last week. Louis Johnson's answer was that such a test as Congress demanded would be silly. Reason: a successful, unintercepted B-36 mission would depend fully as much upon weather, radar warning nets and luck as it would upon the air battle once it was joined.

THE NEW '49ERS

THEY WANT SECURITY. BUT SOME RISK-TAKERS ARE NEEDED

REVOLT OF THE MALE

News of a heartening advance in American civilization comes out of Chicago. Some 200 members of the Chicago Federated Advertising Club have subscribed to the proposition that in summertime commerce may be conducted without benefit of neckties and business suits. These brave spirits will "not in any way object to salesmen calling or contacts being made in slacks and sport coat . . . without a tie." The modern male may yet have the courage and the freedom to be as comfortable at his work as he is on a beach or in his backyard.

ATOMIC TROUBLE

David Lilienthal and the Atomic Energy Commission are in a peck of trouble. Chairman Lilienthal's administrative capacity and sense of security have been called into question by Congress, and he has said that the charges of misjudgment and neglect brought against him "involve nothing less than the security of this nation and the peace of the world." The charges can be appraised only when the facts are brought out. Here we rest with the observation that only the most convincing evidence can alter our past confidence in him as an able and devoted public servant. Much of his trouble stems from his anxiety to reconcile the necessities of atomic security with the necessities of democracy. Perhaps the two are on occasion irreconcilable; any question must be resolved on the side of security when there is doubt. But this very fact puts a premium upon unrelenting concern for the problem. There is a danger that the heat of unrestrained congressional attack may make it impossible for AEC to cherish freedom while it guards the atom. Specifically there is some danger that atomic development may be restored to military control. We believe that military control would be a mistake. Civilian control is to be preferred, provided always that the civilian administration is wholly dedicated to the interests and security of the U.S.

This is graduation month when, according to the classic expectations of U.S. society, the eager youth is supposed to clutch his diploma and go forth to seek a chance to take a chance. In the '20s the chance to take a chance, the excitement of large opportunity, was in the selling end of business. The Class of '25 was the Sell-on-Commission class, the class that was going to make a huckster's killing. In the '30s, when private enterprise was under a cloud, the arena of excitement had shifted to public life: the Class of '35 sent a significant proportion of its members into the law schools to seek training for careers in government. While the Wall Street aspirant of the '20s and the Felix Frankfurter 1935 nominee for secretary to Mr. Justice Brandeis may have had little enough in common from a philosophical standpoint, they did have a psychological link in their feeling for adventure. For each of them the future was something to be dared.

But where is the daring in the class of 1949? Is it dead or, as may well be so, is it merely damped down? One thing is certain: it does not show on the surface. Whether the big evocative questions are asked at conservative Yale or at once-radical Wisconsin, the answer is the same: "We want security." They not only want it; they expect it. In the June issue of *FORTUNE* this attitude is analyzed forward and backward in an extremely significant article called "The Class of '49." The '49er is in many respects the best college graduate the nation has ever produced. He is sober, industrious, trained to the eyeteeth. There are 150,000 of him—or 40,000 more than in any prewar graduating class. Out of every hundred '49ers, 70 are vets, 30 are married. The average age is a seasoned 24. The average desire is for a job that will pay dividends not in money but in safety and lifelong tenure.

The '49er, according to *FORTUNE*, seeks employment with a weather-wise corporation, preferably big. He doesn't shudder at the idea of working for someone else. He is willing to serve and to be of service; above all, he wants to be useful. He prefers personnel work, "being nice to people"; if he has to endure the shock of selling, he wants it to be on salary, not commission. He is willing to absorb vast amounts of in-job training, but he does not aspire to accumulate knowledge with a view to making a jump some day into a business of his own. In brief, the '49er constitutes ideal managerial material. He doesn't want risk, he doesn't want to be an individual enterpriser. *FORTUNE* interprets this to mean that he has turned his back on the American dream. Perhaps only the content of the dream has changed, but certainly there has been a change.

Beyond doubt the '49er has turned his back on active economic and political dissent of all types. He is liberal in his social, as distinct from his political, attitudes. But apart from this growing social liberalism there isn't much of a kick-against-the-elders attitude on the campus. At Wisconsin the word Progressive has a cachet dating from the time of the elder La Follette, but the Wallaceite so-called "Progressives" leave the Wisconsin students distinctly bored. Membership at Wisconsin in SDA (the student branch of Americans for Democratic Action) and in the Young Socialists is tiny—and this in a university that was once a training ground for proponents of the "Wisconsin Idea" that fathered many aspects of the New Deal.

If all this represents deep-down conviction rather than surface patina, then certain observations about the future of the American system are in order. For one thing, it will not be easy for the U.S. enterprise system to renew itself periodically if so many of its recruits are dead set against starting their own businesses. Secondly, a generation that is growingly hipped on security is in a poor psychological position to survive the shocks that are an inevitable part of life, no matter what is done to insure everybody against all conceivable contingencies. As Bertrand Russell has observed, the most insecure people on earth are those who are forever playing it safe. The Maginot Line mentality lacks adaptability and resourcefulness in peace no less than in war.

However, lest too many gloomy sermons be preached on or at the Class of '49, it is only fair to note that it is a special class. As a Wisconsin senior put it, the '49er is often a man who has *had* his adventure. The graduate who has been to Okinawa is ready to settle down; the GI who has struggled to support a wife while studying engineering is hardly a candidate for happy-go-lucky chance-taking in Mexico. The dissenter, the dreamer, may once again become the campus energizer when we have a graduating class that is *not* 70% veteran, *not* 30% married and *not* 24 years of age on the average.


Even in a class like '49 there are many exceptions to generalities. For example, as *FORTUNE* notes, the '49ers of the Texas and Oklahoma universities are different; *they* want to be risk-takers. This would seem to prove that the student takes color from his general surroundings, not vice versa. If this is true there is little to be gained from moralizing about the undergraduate; the man who needs to be lectured is his father. If the old man can provide a world of opportunity, the young will leap once more to the chance to take a chance.

PICTURE OF THE WEEK: ➡

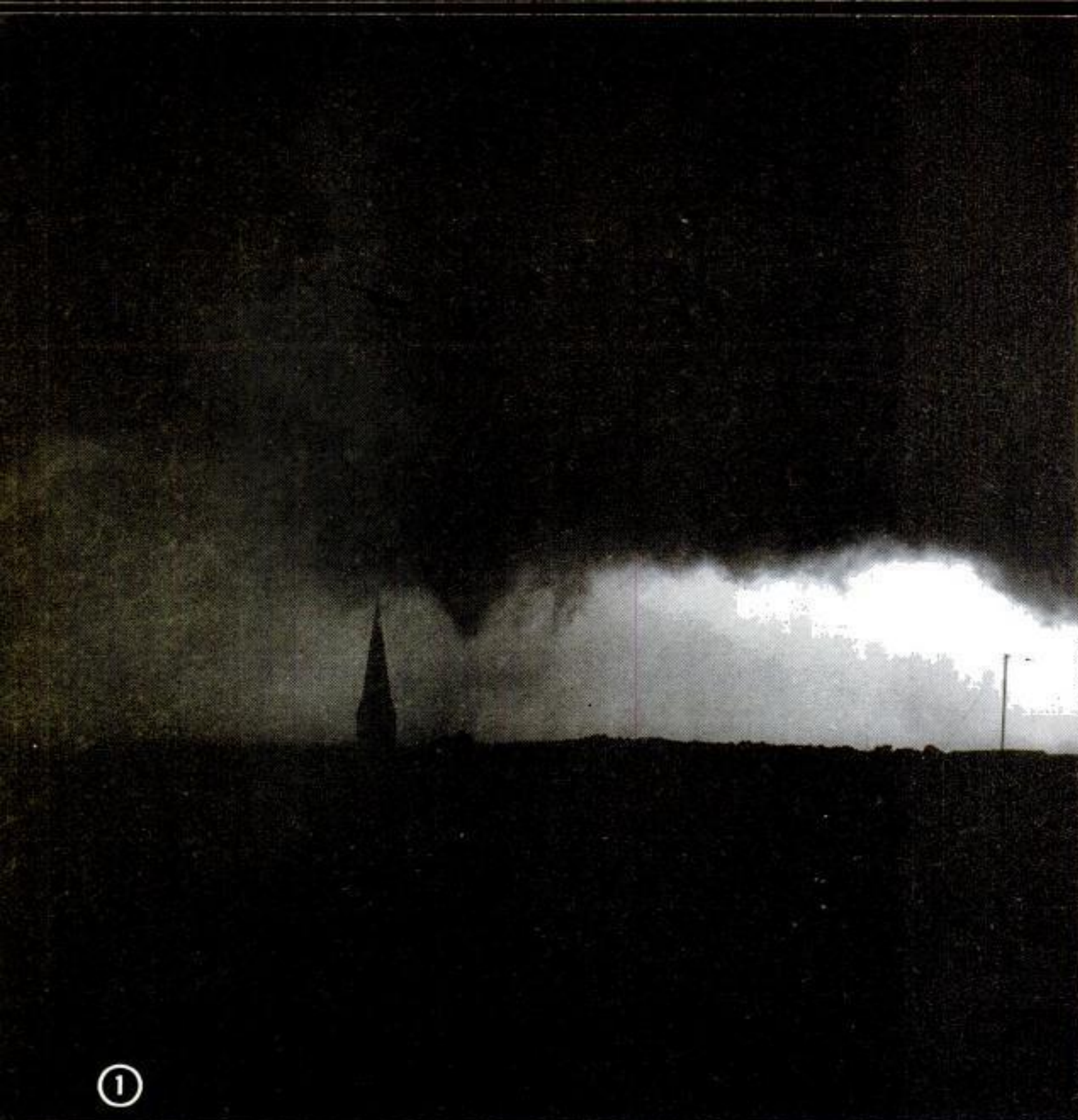
James Vincent Forrestal, born 1892, was an immigrant's son who rose to become a rich man, then a great American public servant. His production gen-

ius, as Assistant Secretary and then Secretary of the Navy, helped the U.S. win the war. His work as the first Secretary of Defense helped it avoid losing the peace.

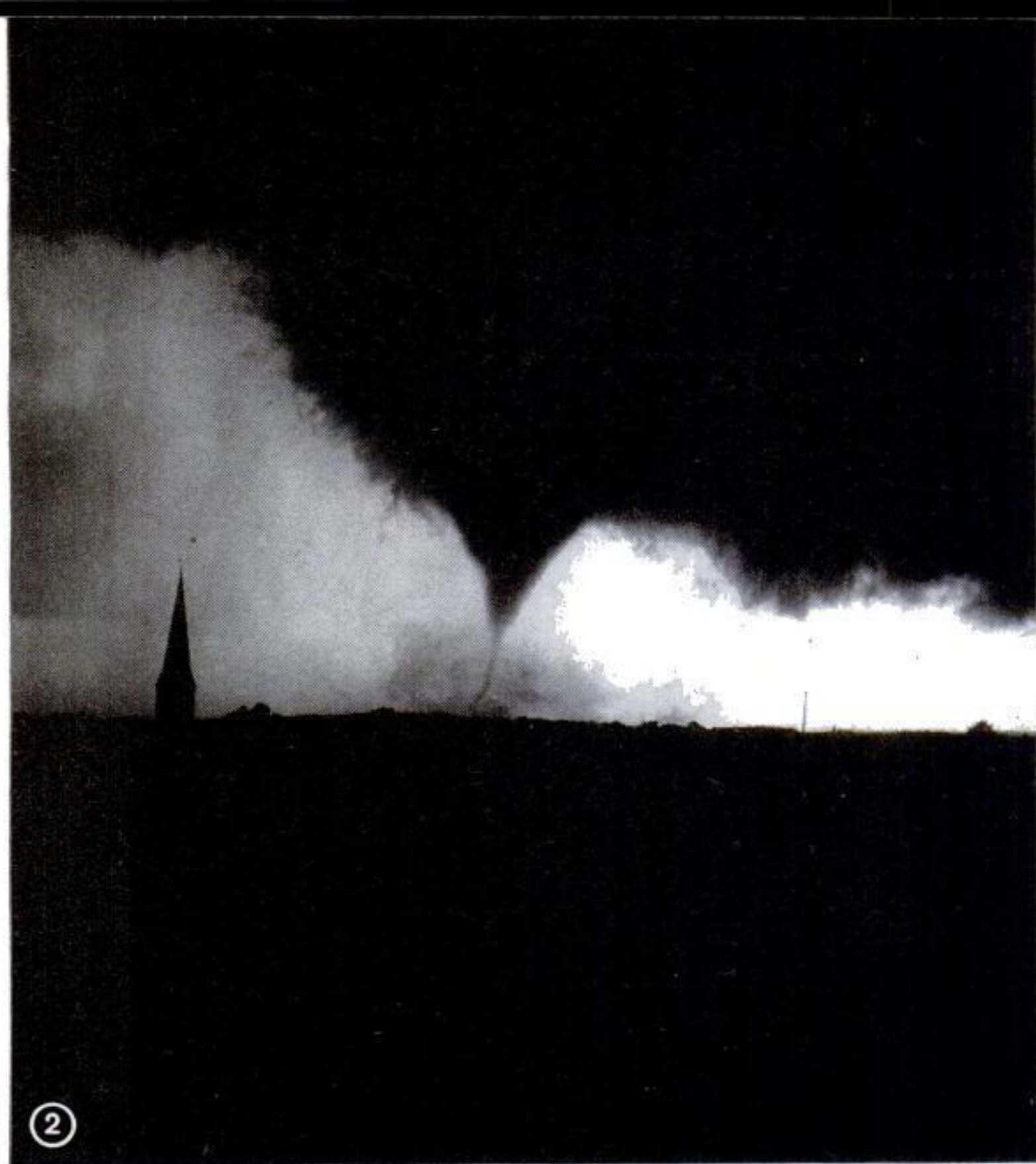
He died May '22, 1949 by his own wish and last week he was buried with full military honors in Arlington Cemetery, taking his place beside other heroic men.



WITH A GUARD OF HONOR FROM THE THREE SERVICES
JAMES FORRESTAL'S BODY IS CARRIED TO ARLINGTON



①



②



⑤



⑥



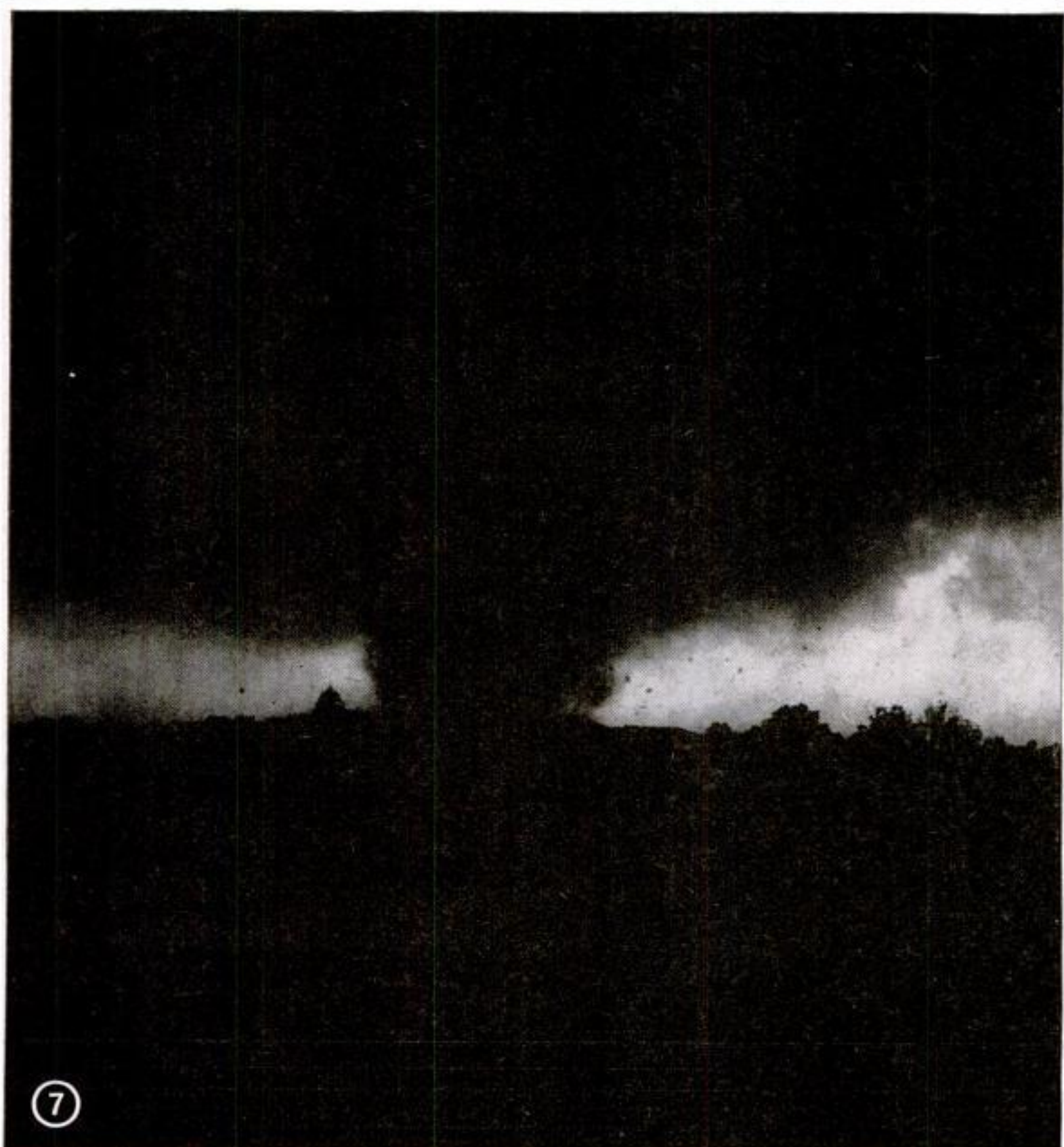
BEFORE THE STORM Cape Girardeau was a well-kept town of 19,426. It lies in the southeastern corner of Missouri, 121 miles down the Mississippi River from St. Louis.

THE BIOGRAPHY

On a rooftop in Cape Girardeau, photographer makes

Tornadoes are a peculiarly American hazard. They require enormous open spaces in which to form. They require great masses of warm, moist air moving in one direction and of cool, dry air moving in another. Nowhere in the world are these requirements so completely—and so tragically—met as in the prairie basin which stretches between the Rocky Mountains and the Appalachians, where tornadoes occur an average of 46 days annually.

May 21 in the prairie states was a warm, sultry day. In Cape Girardeau, Mo., Photographer Gordon Coster was working on an assignment. Shortly before 7 p.m., the sky turned prematurely dark and Coster, looking up, saw a massive black cloud bearing down on the town from the southwest. He raced to the roof-



OF A TORNADO

a record of the twister that killed 22 in 10 minutes

top of a hotel and set up his camera. In his first picture (*top, left*), he caught the tornado's funnel, half formed, between the spire of the Trinity Lutheran Church and a radio mast. In the second photograph the black snout of the funnel first touched the ground. Then, in pictures 3 and 4, it began a steady march to the right at 40 mph. In pictures 5, 6 and 7 the twister, still moving to the right, approached, obscured and then passed the dome of a building on the campus of Southeast Missouri State Teachers College. In the final picture the storm was only 2,500 feet from the camera on its way out of town. In just 10 minutes Photographer Coster had made his biography of a tornado, which killed 22 people, injured at least 150 others and left \$3 million worth of damage behind it.



AFTER THE STORM wreckage was strewn over 90 square blocks. The tornado totally destroyed 202 houses, damaged 231 others and hospitalized more than 100 people.



VICTOR REUTHER, 37, is quieter than his brother and serves as one of the top policy-makers of the U.A.W.

THE REUTHERS

A year after Walter's shooting a gunman also ambushes Victor

On a spring evening a year ago in Detroit Walter Reuther, president of the United Automobile Workers, was nearly killed by a gunman who hid in the shrubbery by his home and blasted him with a shotgun. Last week, under almost identical circumstances, the crime was duplicated. This time the victim was Victor Reuther, Walter's brother, who is also a high U.A.W. official and who like Walter was pitifully wounded but refused to die.

In both cases buckshot was fired through a first floor window; the getaway was made in an old car; a heelprint was found in the soft earth. But in Victor's case the would-be assassin left a big clue—a double-barreled shotgun.

Neither Walter nor Victor could imagine who might have tried to kill them. But both have enemies. They are anti-Communists and delight in discomfiting Reds in the U.A.W. They are two-fisted trade-unionists and have been involved in many bitter disputes in which their opponents on both right and left have been antagonized.

Five days after Victor's shooting, Detroit police and the FBI were apparently making slow progress. But one thing at least seemed likely: when they solve either crime, they will have solved both.

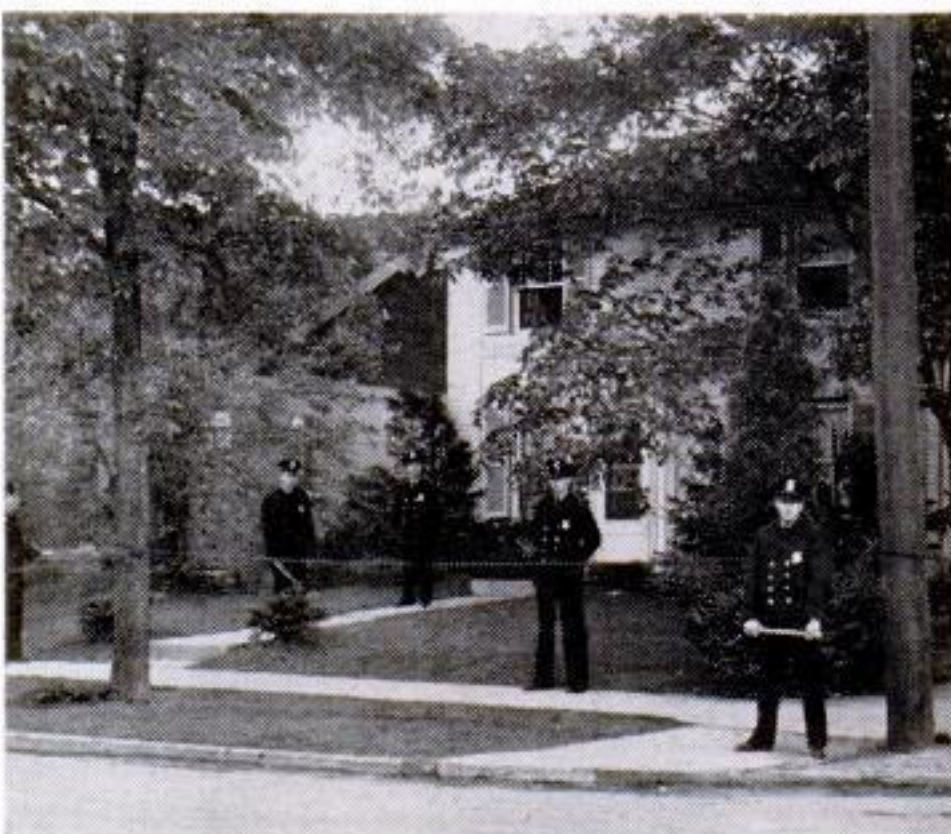


WALTER REUTHER, 41, is an ebullient extrovert, one of the stormiest, most respected men in U.S. labor.

CASE OF VICTOR



SHOT IN THE FACE, Victor is carried to Ford Hospital where surgeons removed his shattered right eye.



FIVE POLICEMEN stand by Victor's home to guard his wife and two children after assassination attempt.



PLASTER CAST, made of a heelprint found beneath Victor's window, is one of the few clues the gunman left.



LIVING ROOM WINDOW—the curtains were open at the time—was smashed when gunman fired at Victor.

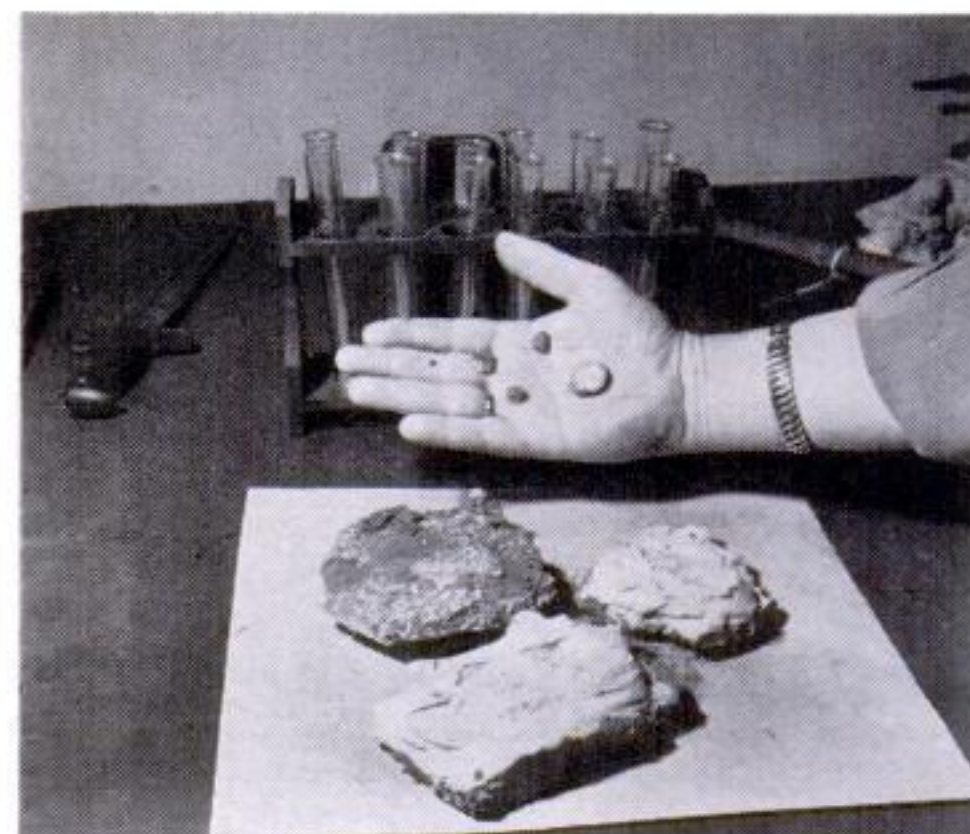
CASE OF WALTER



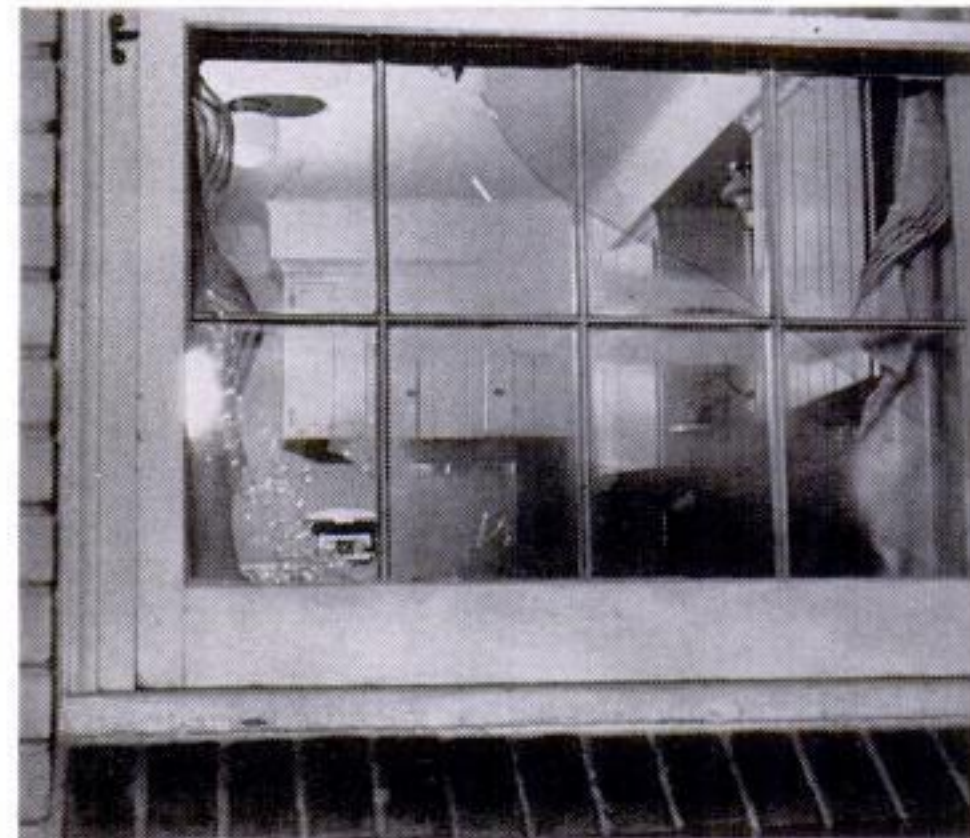
SHOT IN THE ARM, Walter lies in bed in a traction splint. A year after the shooting his arm is still crippled.



POLICEMAN guards Walter's home after shooting. Reuther now has a bulletproof car as extra precaution.



SHOTGUN PELLETS, mashed flat by impact, and more plaster casts are the clues on file in Walter's case.



KITCHEN WINDOW was vantage point in shooting of Walter, who was felled with a single shotgun blast.

It pays to mind your P's and Q's in Portables



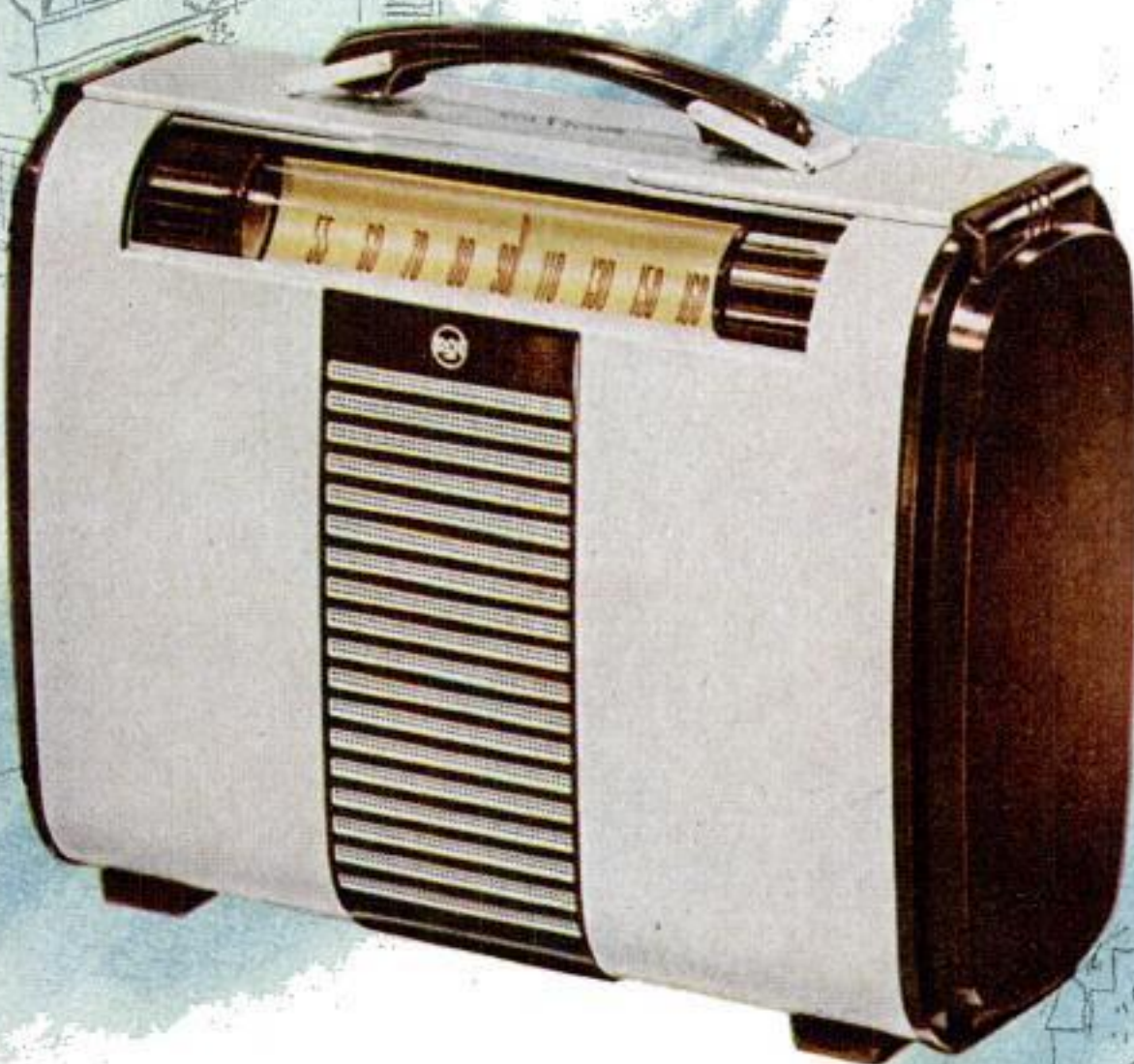
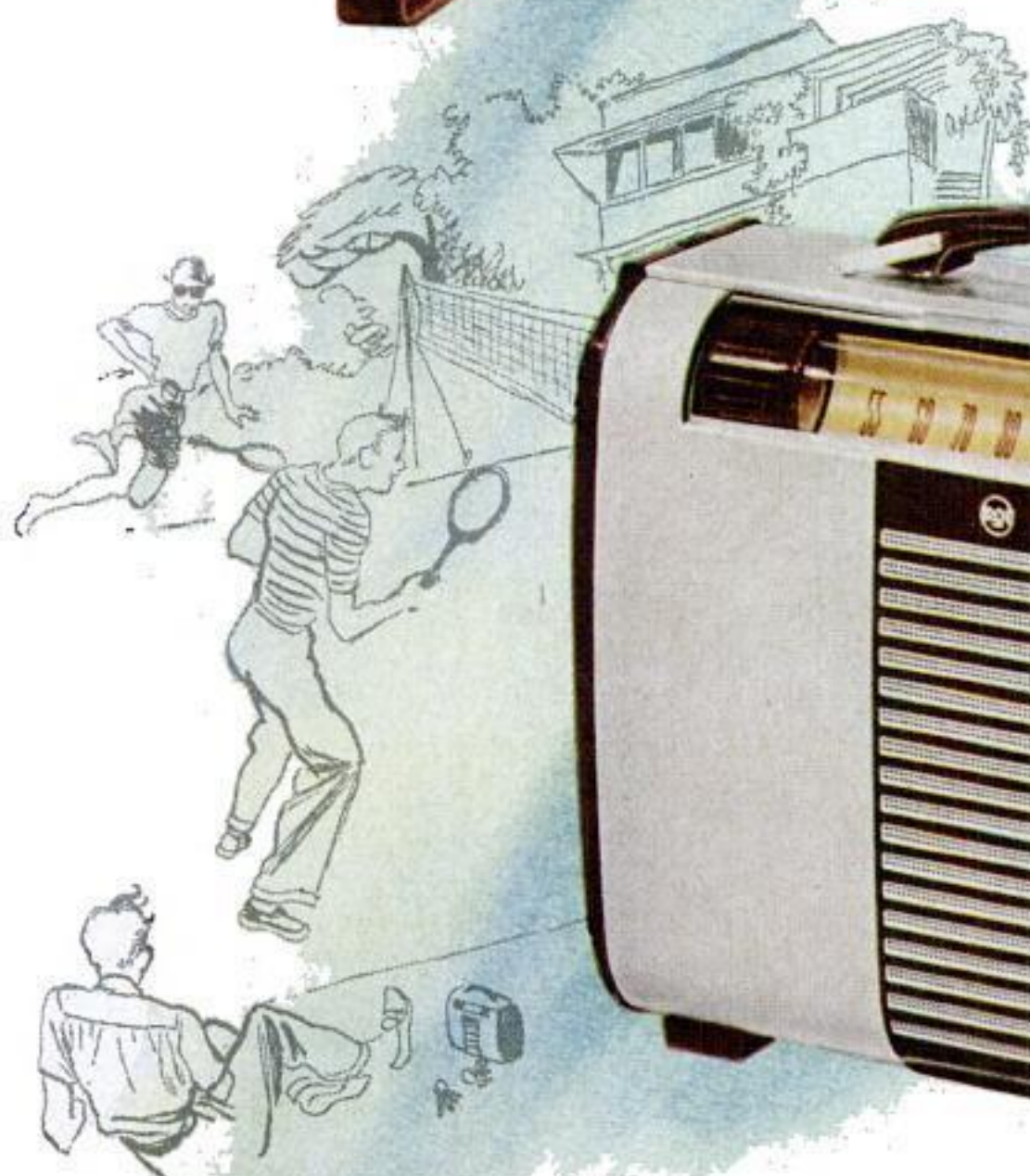
Quality

This gay little "Personal" is just 6¼ inches high yet it fills a whole room with music, plays instantly, anywhere, the second you open it. It's a miniature miracle, precision-built like a fine camera, uses tiny but powerful RCA Victor tubes no bigger than your thumbnail! Choose yours in red, black, brown or ivory-finish plastic. RCA Victor 8B43.



The "Golden Throat"

Only RCA Victor instruments have this precisely balanced 3-Way Tone System. It's the finest in RCA Victor history.



Power

This beautiful "Globe Trotter" comes in a lightweight case of sturdy aluminum that's been "weatherized" to protect its beauty. It has extra range and power, wonderful tone—the famous "Golden Throat." Enjoy it outdoors on its long-lasting RCA battery . . . indoors all year long on AC or DC. RCA Victor 8BX6.

Always buy RCA batteries. They're radio-engineered for longer life.

Performance

This 3-way beauty is up to the minute in style, up to much more expensive sets in performance! Plug it in to AC or DC for news at breakfast, for music at dinner. Play it on battery at the beach or the ball game. The lightweight plastic case has a saddle that looks like expensive leather. RCA Victor 9BX5.



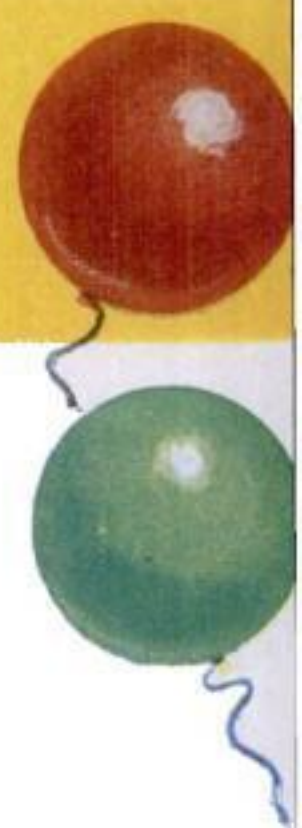
RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA

WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION



SIMMONS 78th



Come on Everybody! We're Celebrating 78 Years of Simmons Comfort!

IF YOU NEED a new mattress, new springs, double-duty furniture, an extra bedroom . . . you're in luck! Starting *now*, we're celebrating our anniversary with a nationwide Simmons 78th Birthday Sale!

You've never seen so many wonderful values jam-

packed together, any time, any place!

See your newspaper for Simmons 78th Birthday Sale announcements! Go to your favorite furniture or department store today! Take your pick from value after value specially made for this great Simmons event!



THE "78" MATTRESS—specially priced to bring you the biggest dollar-for-dollar mattress value. Simmons famous innerspring construction, topped by thick, soft layers of pure

felted cotton, gives you heavenly comfort. *Extra-special features:* 3-Star crush-proof borders! Taped French edges! Lovely woven damask covers! Handsome striped tickings!



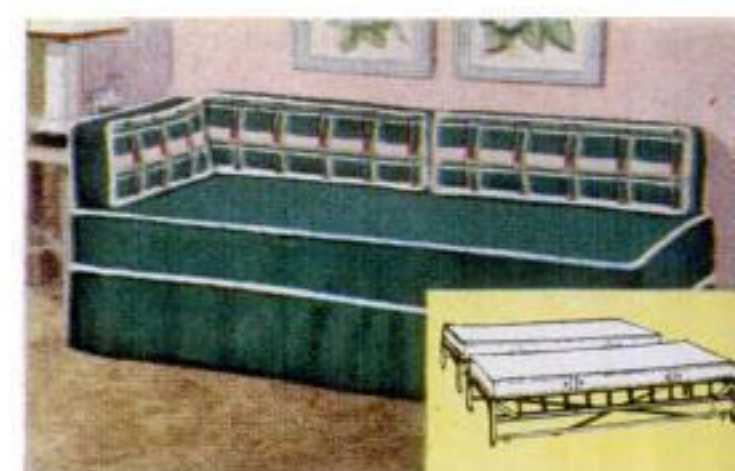
Simmons "78" Crib — specially designed, specially priced! *Both* gates slide down at a toe-touch! Bottom adjusts to different levels. Jack and Jill decorative pictures. P.S.: Be sure to see the famous Babybeauty* crib mattress—it helps strengthen your baby's back and posture!



Simmons 78th Anniversary Bed Outfit. Specially priced! Here's the bed-bargain of the year! Sturdy bed-frame in satiny walnut-finish. Modern-designed coil spring for proper mattress support, more comfort. Genuine roll-edge Simmons innerspring mattress.



Beautyrest Sofa Bed! Something EXCLUSIVE no other sofa bed of this type can give you—real Beautyrest* "Luxury Comfort" construction in seat and back! Opens easily into a Beautyrest double bed! New textured weave fabrics in modern colors. *Surprise!*—only \$129.50.†



Duplex Studio Bed — Specially priced! When was the last time you saw a studio bed as beautifully styled as this Simmons Duplex? Now, you get this super-comfortable, super-good-looking studio bed at a *bargain price*. Two full-thickness, full-comfort Simmons mattresses inside!

ANNIVERSARY SALE!



Special Anniversary Moneysaving Value! THE "78" HIDE-A-BED!® Day-times, it beautifies your home. Nighttimes, it opens oh-so-easily into a superb double bed. Available with Deepsleep® or Beautyrest mattress. Special "Versailles" fabric—a green needle point tapestry with moss trim. (Also in rose and beige). Only \$249.50.† (Extra for Beautyrest mattress).



Beautyrest Studio Divan—Specially Created for this event! Imagine getting a divan with BEAUTYREST COMFORT CONSTRUCTION! It gives you *luxury rest* all day, *luxury rest* all night! And it brings rich *luxury looks* to your house. The covers are brand-new—specially developed for this event. They're richly designed tapes-tries with harmonizing solid color fabrics. Only \$119.50.†



†SLIGHTLY HIGHER WEST OF ROCKIES

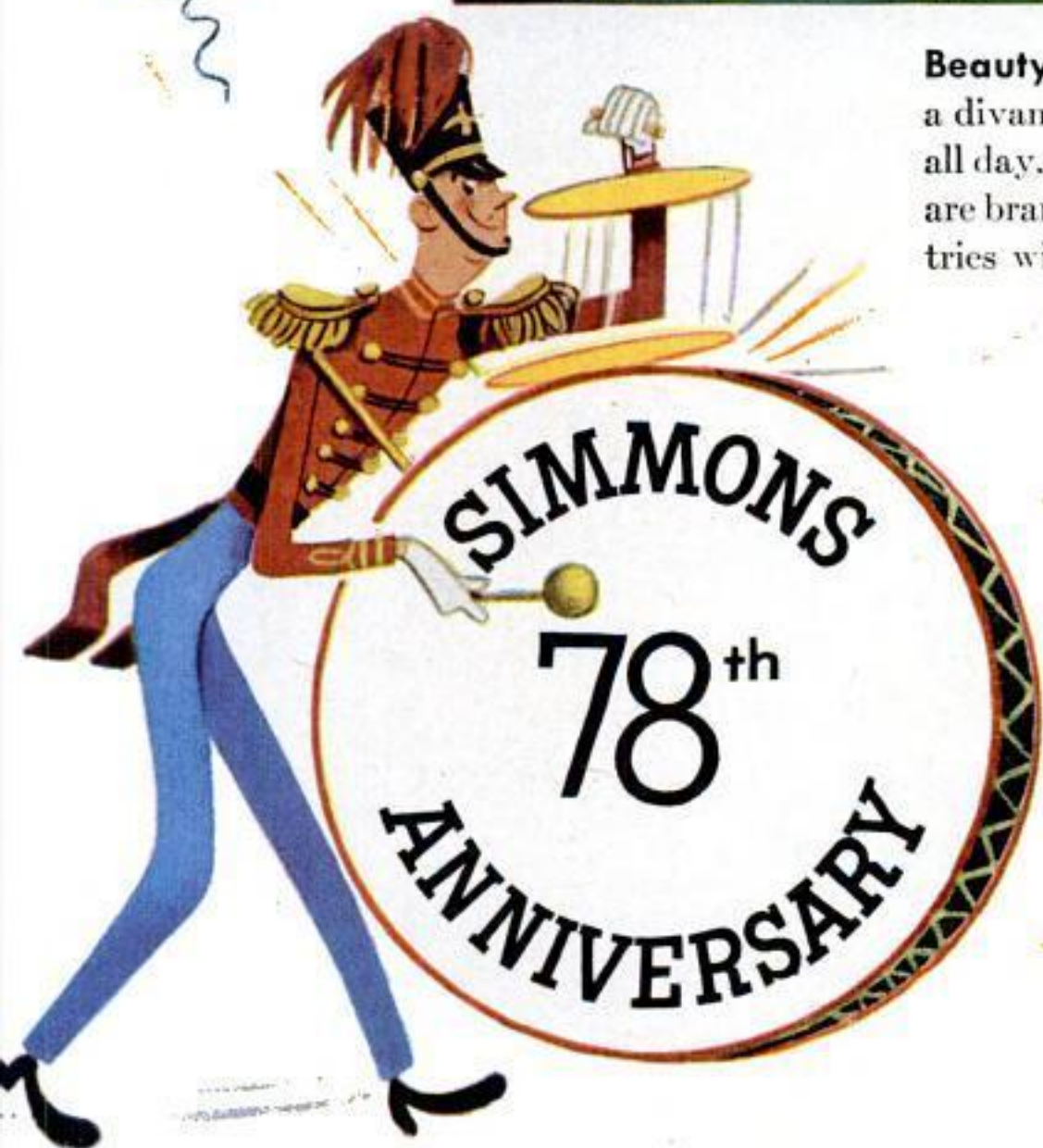
*TRADE-MARK REG. U.S. PAT. OFF. COPR. 1949 BY SIMMONS CO., MDSE. MART, CHICAGO, ILL.



Simmons Summer Furniture—Specially priced! Of course, Simmons makes lovely summer furniture too! Folding chair and Suntan cot (with back adjustable to 3 positions). Both in weather-defying enamel and colorful vinyl-coated fabrics. Tubular construction for extra lightness and strength.



Simmons Utility Cot with Headboard. Cramped for space? Here's a budget-priced extra bed you can fold up and slip into your closet! Simmons innerspring mattress inside! Looks just like a regular bed—because it has a headboard that pops into place automatically!





Popular Swing

THIS PICTURE illustrates something a great many people are doing these days—swinging to Four Roses.

It's a very pleasant way of swinging indeed. For—no matter what whiskies you may have tried in the past—you'll find in Four Roses a magnificence that is truly rewarding.

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AMERICA'S MOST FAMOUS BOUQUET





THE MAYOR OF VALLAURIS SHOWS THE GROOM, ALY KHAN, WHERE TO SIGN THE MARRIAGE REGISTER AS HIS RADIANT BRIDE TOYS WITH HER WEDDING BOUQUET

PROMINENT COUPLE MARRIED

Miss Rita Hayworth is united in matrimony with Mr. Aly Khan in a pleasing ceremony at Vallauris, France

On the morning of May 27 Rita Hayworth and Aly Khan went over to the city hall in Vallauris, France and got married. The mayor of Vallauris performed the ceremony, which took about eight minutes. Although the mayor was a Communist, he spoke nicely to Rita and Aly, saying, "It is a sensational event, and at the same time an unhopd-for honor, that our little city has been chosen by Your Highnesses to unite your destinies." The mayor also made favorable mention of the Vallauris ceramics industry. Rita wore a pretty blue dress a man in Paris named Fath had made up for her. Aly wore his best double-breasted outfit, but his hair stuck out sideways as usual. When he got up to sign the register (*above*) a lot of people made pictures through the city-hall window. This made Aly a little nervous.

After the wedding there was a big reception at Aly's house, which is on the Riviera and is called Chateau de l'Horizon. There were 75 guests and a lot of

relatives, including Aly's two sons, Rita's little girl Rebecca, and Aly's father and stepmother, the Aga Khan and the begum. The guests and the adult relatives drank 600 bottles of champagne. That was all right, because the Aga Khan has a lot of money and Rita herself has done well in Hollywood, where she is an actress. The mayor of Vallauris got a lift to the reception, and a columnist named Louella Parsons reported some people named the Lord and Lady Willoughby de Broke also were there.

A few fresh reporters got in and tried to find out if it was true that Rita had been bathing in the juice from squeezed orange blossoms. She hadn't. Some photographers wanted Aly to kiss Rita right in front of the camera, but he wouldn't do it. All Rita and Aly would do was hold hands by the swimming pool (*next page*). In the pool their initials, made out of flowers, floated on water that had been spiked with gallons of toilet water. It smelled very nice.



BRIDE AND GROOM hold hands at reception. Rita will now be permitted to call herself Princess Aly Khan, a title

that Hollywood will like. In the past she sometimes has been admiringly referred to as America's "Love Goddess."



AFTER THE CEREMONY Rita and Aly ride to Chateau del'Horizon through crowds of cheering townspeople.



ALY AND "LOLLY" Parsons, Hollywood columnist, discuss Rita's future. It will include a few more movies.



FATHER-IN-LAW, the Aga Khan, ultrarich leader of five million Moslems, chats with bride during reception.



RITA CUTS CAKE with glass sword which she and Aly bought at an antique shop on one of their visits to Paris.



BRIDE'S DAUGHTER by marriage to Orson Welles, 4-year-old Rebecca, clings to her governess, Miss Poppie.

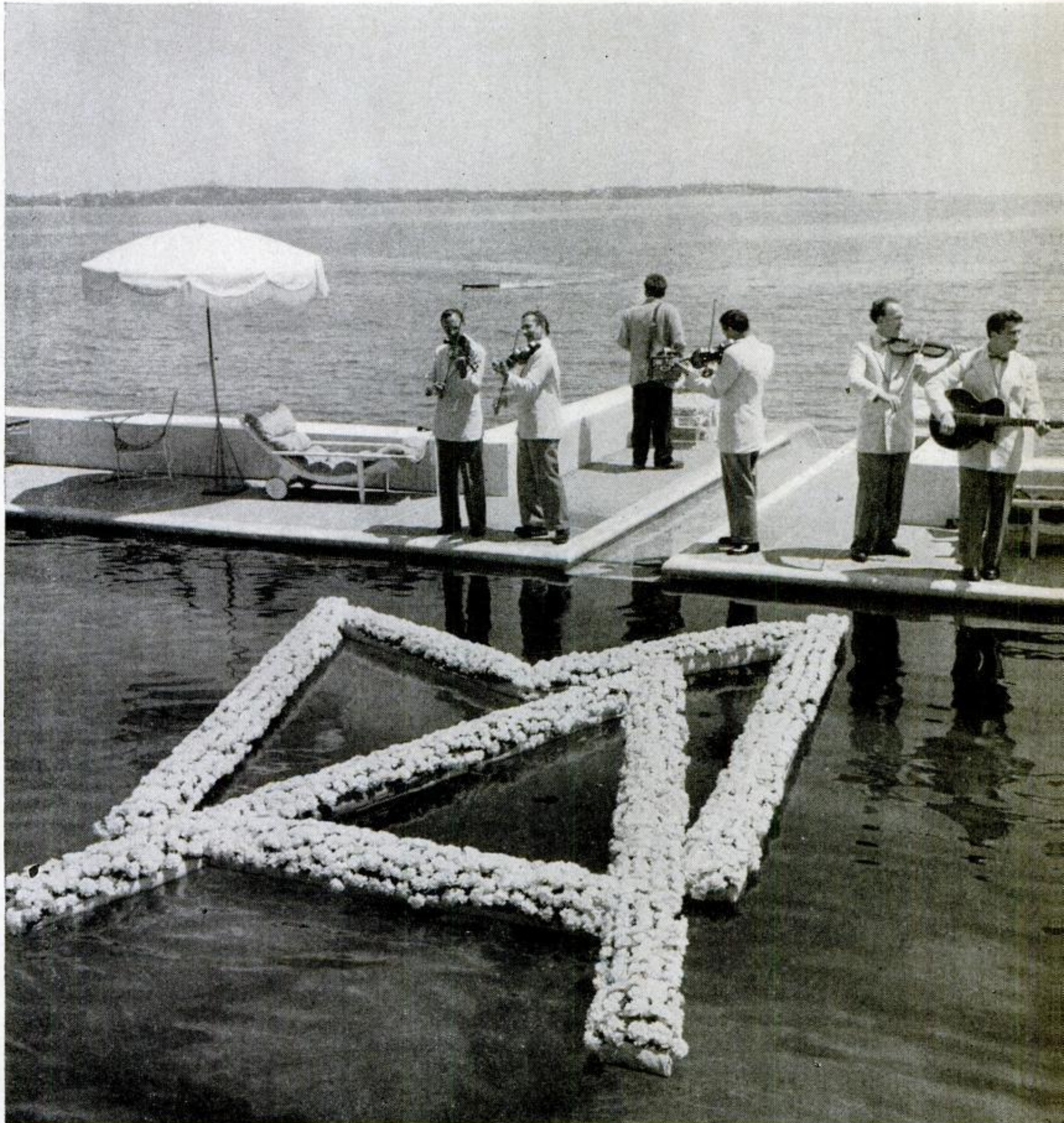


BRIDE AND BEGUM, fourth wife of Aga Khan, share a table. Rita may become the begum if Aly succeeds Aga.



ROMANTIC MELODIES are wafted across the perfumed pool as troubadours play with backs to the bright

blue sea. Some guests sat by the pool side under awning and umbrellas while others enjoyed view from the terrace.



ALL IS LOVE as Aly's and Rita's floral initials (the "M" is for Margarita, her original given name) float languidly

together in the lovely pool above the murmuring Mediterranean, and the tireless troubadours play on and on.

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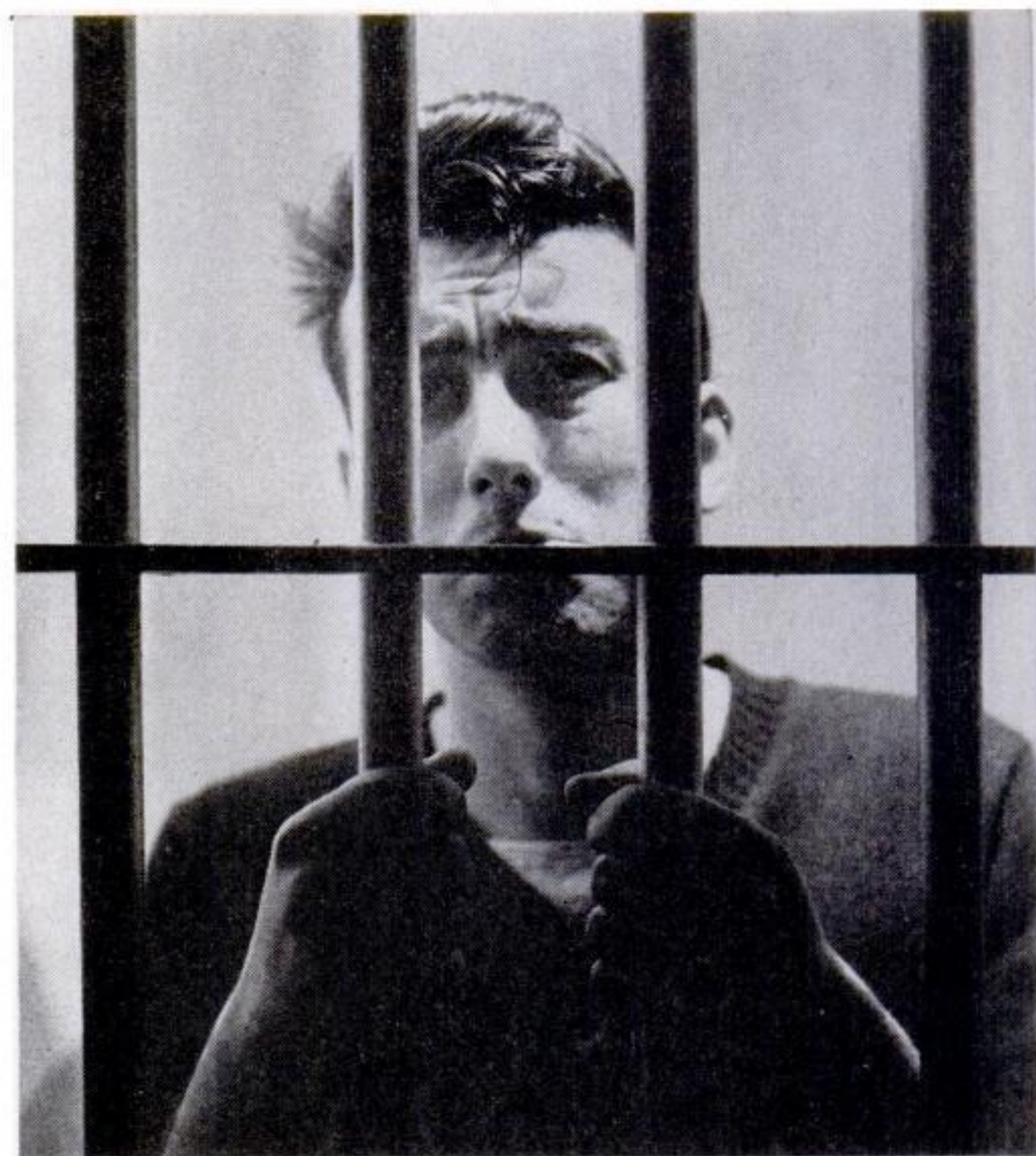
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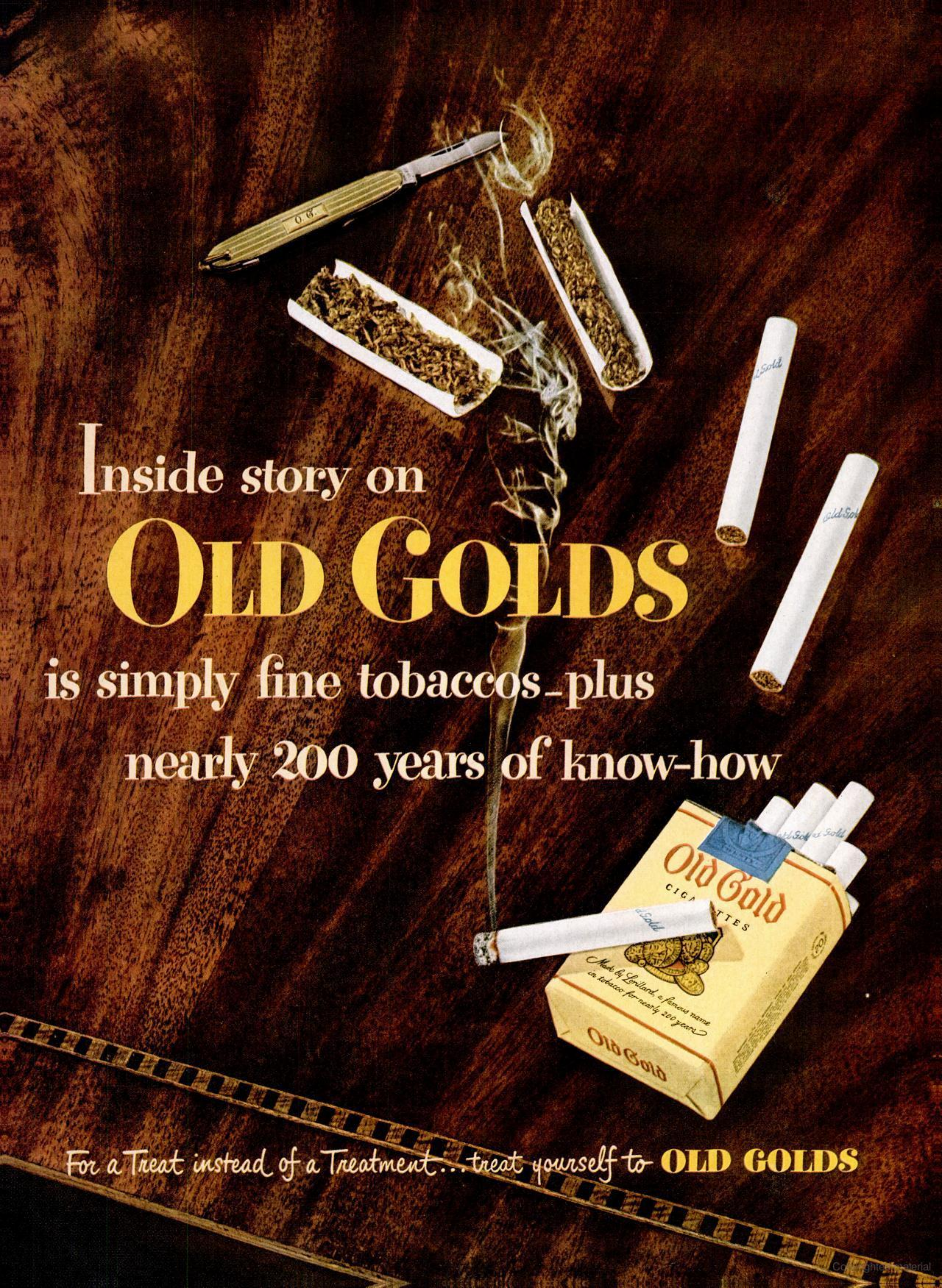
BERNARD SMITH HAS ALREADY SPENT 15 MONTHS IN THE RUTLAND JAIL

IN JAIL FOR DEBT

In Vermont, Bernard Smith (*above*) and Ralph Fugatt (*below*) were in jail. Smith had killed a man and Fugatt had injured another in automobile accidents, and both had lost civil suits for damages. Both felt they had done nothing wrong and said they could not pay the claims (about \$2,500 apiece) against them. The nation's press, hearing of their plight, raised such a howl that one well-wisher last week put up the money to secure Fugatt's release. No one, however, raised a howl about the families of the men they had struck. Neither did anyone appear to wonder why the two young men could not have made some arrangement to pay the debts that juries had decided they rightfully owed.



RALPH FUGATT SPENT TWO MONTHS IN JAIL, WAS RELEASED LAST WEEK

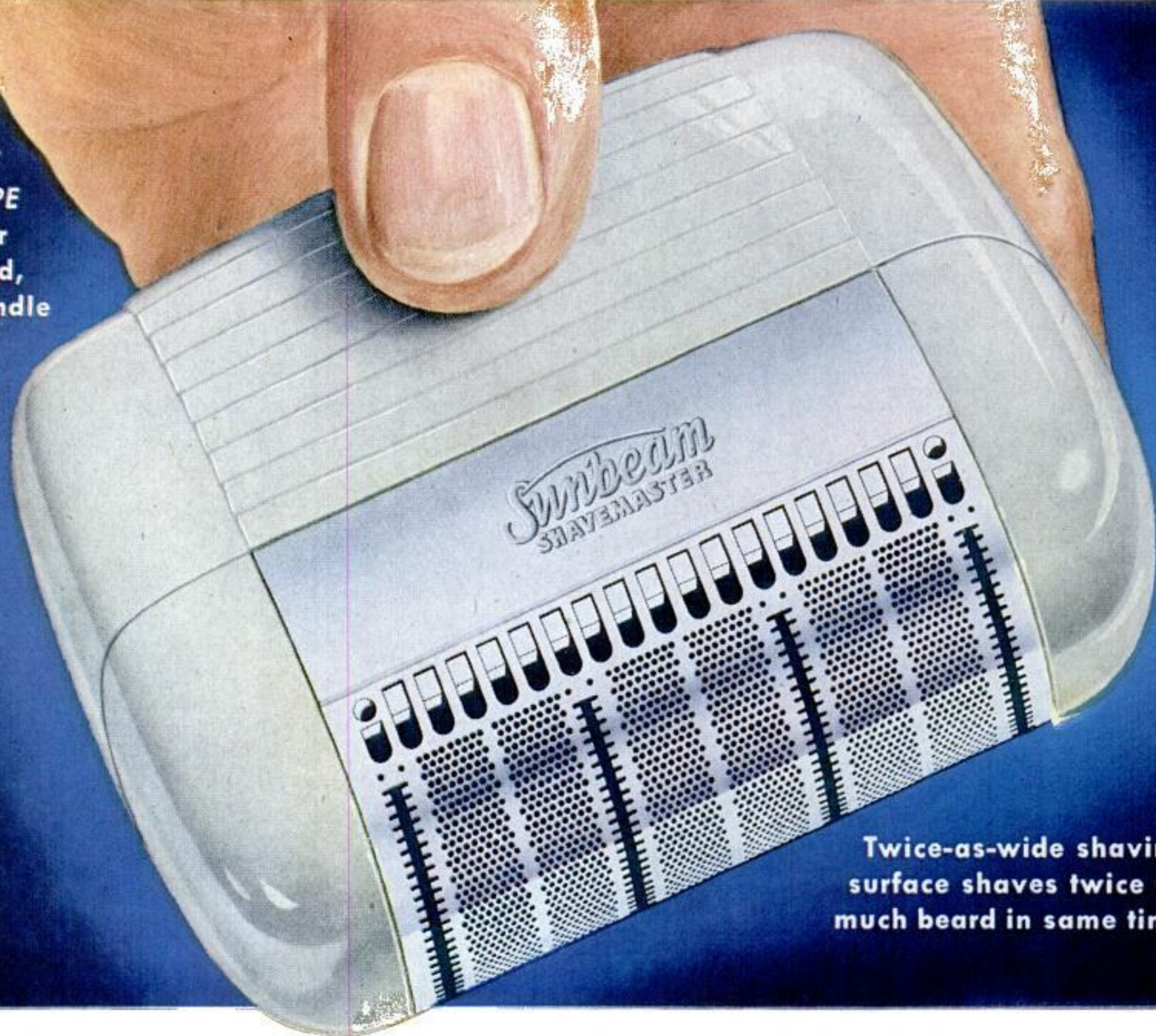


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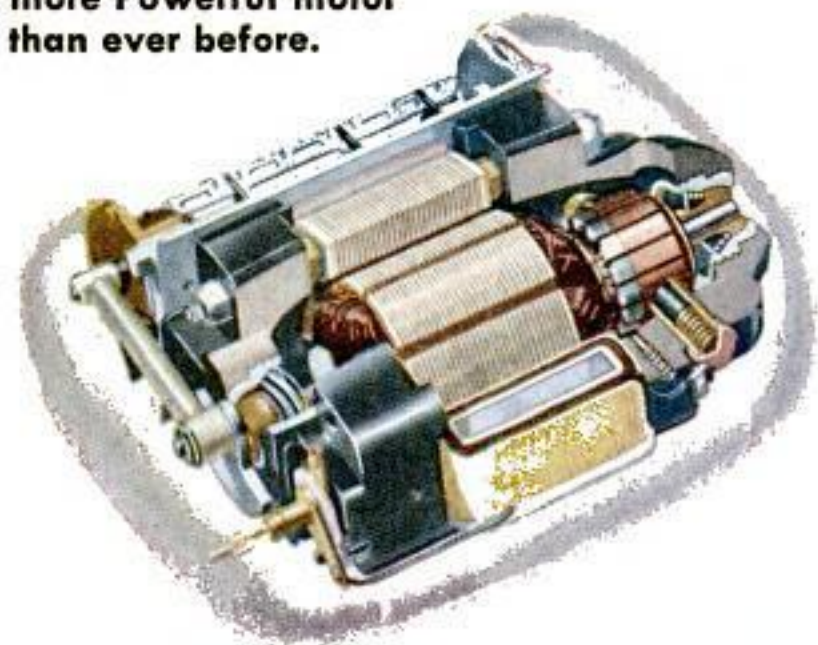
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Model S
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(840 openings)



NEW
MODEL W
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(1,750
openings)



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head gives you over three
times as many shaving ac-
tions per second as shavers
with many smaller heads.

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ON THE EASTERN BANK OF THE GERMAN RIVER ELBE SOVIET SOLDIERS WAIT FOR THE CROSSING THAT WILL UNITE THEM WITH THE U.S. FORCES FROM THE WEST

RED VIRTUE ROUTS WESTERN VILLAINY

Soviet movie depicts Elbe meeting

The people of Moscow last week were crowding the city's motion picture theaters to see virtue triumphant and villainy repelled. The vehicle for this moral lesson is a movie called *Meeting on the Elbe*. It chronicles the first encounter of Soviet and American troops at the Elbe River in 1945 (above), the flight of the diehard Hitlerites (p. 64) and the subsequent fight for democracy waged by a clean-cut young Soviet major.

So far, some two million Muscovites have witnessed this exposition of the conflict in Germany. They have seen virtue, in the person of Major Kuzmin, demolishing war plants, opening schools and hunting war criminals. They have seen villainy—on the American bank of the Elbe—in the operations of a loot-minded U.S. general, in the rebuilding of war plants, in the coddling of old Nazis and even in the reckless driving of U.S. soldiers.

The picture reaches its climax when Major Kuzmin rejects a blond U.S. spy and tells off a predatory U.S. senator (p. 65). In one respect only does Kuzmin fail: he cannot save an antifascist American, Major Hill, who is packed off to Washington to face the Committee on Un-American Activities.



ENTRY INTO ALTENSTADT by Red army tanks furnishes *Meeting on the Elbe* with a dramatic scene.

Unhampered by Hollywood wage scales, Soviet movie-makers find it easy to assemble DeMille-like spectacles.

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ESCAPING NAZIS careen crazily down River Elbe in an overloaded boat as Red army closes in from east and U.S. forces approach west bank. For convenience of Soviet audiences, boat's name—*Adolf Hitler*—is lettered in Russian.



THE NEW DEMOCRACY is hailed in the Soviet zone by liberated political prisoners, who give the clenched-fist Red salute. The movie shows U.S. forces pushing poor Germans around while happily playing footie with the fascists.



A FASCIST CRIMINAL (left), who has been secretly conspiring with the Americans and especially with the sexy American spy (below), is nabbed by a pair of alert Soviet soldiers as he desperately tries to escape into the U.S. zone.



A BLOND TEMPTRESS, who pretends to be an American journalist but is really both a U.S. Wac and an FBI agent, fails to stir virtuous Soviet Major Kuzmin (left). Later she puts finger on Kuzmin's pal, U.S. Major Hill (right).



AN EVIL U.S. SENATOR, "investigating" Germany and up to no good, asks Kuzmin if he likes U.S. Dramatically Kuzmin replies, "We love and respect the people of America, those people whom you don't like, Mr. Senator!"

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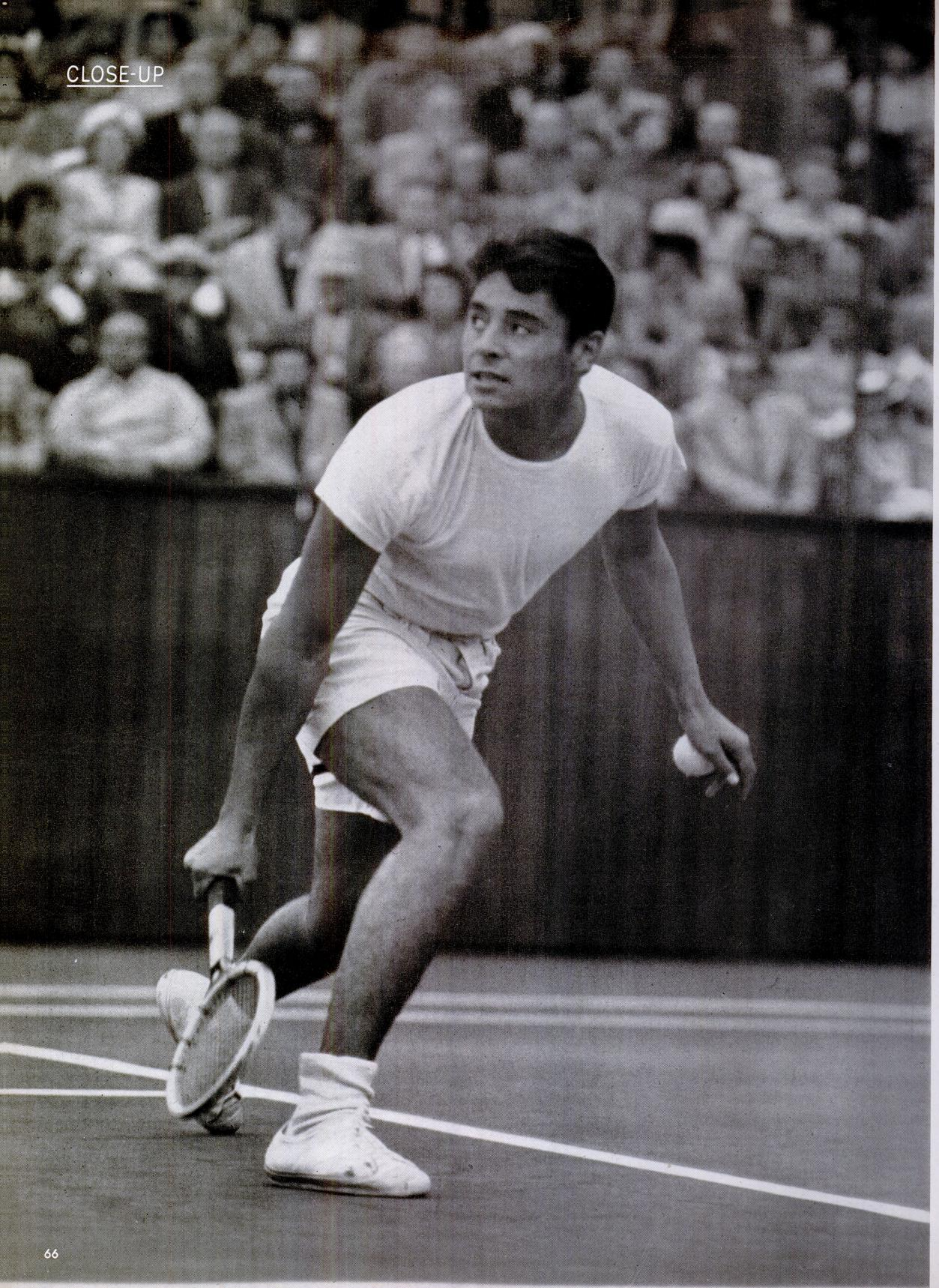


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CLOSE-UP





GONZALES' WIFE Henrietta expresses uncertainty, anguish and ecstasy as she watches him play Ted Schroeder at

Los Angeles on May 15. (He lost.) No tennis player herself, she suffers through every play in Gonzales' important matches.

Pancho Gonzales

Amateur tennis' No. 1 bad boy is also its No. 1 star

by GENE FARMER

RICHARD Alonzo ("Pancho") Gonzales, an easy-going, 21-year-old Mexican-American from Los Angeles, enjoys the peculiar distinction of having broken more rules and got away with it than any other amateur athlete of this decade. Now ranked No. 1 among amateur tennis players of the U.S., he has been a perennial problem to his family, to school authorities and to the U.S. Lawn Tennis Association. He got off the Association's blacklist less than four months before he won the national singles championship at Forest Hills, N.Y. Only three weeks before that tournament Gonzales was advised by one of his best friends not to enter it. He had just put on an abominable performance in a tune-up meet at Newport, R.I. and had been blown off the court by a second-rater in an early round. After this ignominy Gonzales was confronted by Frank Shields, a former U.S. Davis Cup player who had befriended him on his first eastern tour a year before. Shields asked why his protégé was playing such terrible tennis.

"Ah," said Gonzales, stretching, "I been playin' poker too late."

"Richard," said Shields angrily, "the best thing for you to do is to go home to California. You're not doing amateur tennis any good the way you're playing, and you're not doing yourself any good."

Gonzales straightened and raised his hand like a small boy about to take the scout oath. "Mr. Shields," he said seriously, "I give you my word: no more poker." Then he went on to win the championship at the age of 20—the youngest player to accomplish that feat since 19-year-old Ellsworth Vines did it in 1931.

Gonzales did give up poker, but he continued other habits that gave pain to some of the arbiters of tennis in the U.S. At the beginning of the national championship tournament he was refused his customary afternoon beer at the very correct Forest Hills Inn because he came in without a coat and tie. Immediately after winning the title, Gonzales re-entered the inn, dressed the same way, and had four beers with the compliments of the manager. This sudden improvement in his social standing made no great impression on Gonzales. Eighteen hours later, after a sleepless night on an airplane, he was playing an old pal in Los Angeles for the price of a hot-dog lunch.

Gonzales' most unusual breach of tennis orthodoxy probably occurred two years ago when he insisted that Perry Jones, tournament manager of the Southern California Tennis Association (sometimes called "Perry Jones's tennis factory"), take back \$98

in expense money. Jones had made a bookkeeping mistake in favor of Gonzales, whose expense account was itemized down to the last haircut. Most tennis players would accept this story as proof of insanity.

Gonzales' victory at Forest Hills gave him the grass-court championship. Before that he had already won the U.S. clay-court championship, and since Forest Hills he has triumphed in the U.S. indoor tourney, thus becoming the first player simultaneously to hold all three championships. At the same time, despite his reputation as the bad boy of amateur tennis or perhaps because of it, Gonzales has become the most popular tennis personality since Bill Tilden. These are remarkable achievements for someone who has been playing topflight tournament tennis for only three years. On or off the courts Gonzales impresses most people as a likable young fellow, good-looking in a fierce way, with black hair and brown eyes. He is cocky on the court, but not offensively so, and his unsophisticated grin has proved irresistible to the society matrons who flutter around tennis galleries from Los Angeles to Forest Hills. He still often plays in a lackadaisical, offhand way—a hangover from his public-courts days, when he used to shout out a mock bet of "Two bits!" to the gallery before putting away an overhead smash.

In two days, 279 tournament games

BUT is he a true champion? He is certainly the biggest (6 feet 2 inches, 195 pounds) and the most durable of all U.S. tennis titleholders. Probably no other player could have withstood the shock of 279 tournament games in two days; Gonzales did that three weeks ago in Los Angeles and four days later was playing in another tournament in Paris. His backhand stroke has been compared to that of Don Budge, and in tennis there is no higher praise. On the other hand Gonzales has won only four of the 10 North American tournaments he has entered since he became No. 1. He has lost to the nation's 11th-ranking player, Sam Match, by the score of 6-2, 6-1. On the Exposition Park public courts in Los Angeles, where Gonzales persists in doing his game no good by playing friendly pickup matches with old buddies, he frequently drops sets to players who have never even entered a major tournament. "At this rate," a New York *World-Telegram* writer has noted sourly, "Gonzales promises to become the greatest cheese champion in American tennis history."



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PINBALL is a favorite Gonzales pastime. The scar on his cheek results from an injury he suffered at 7 when he pushed his scooter into the path of a car.

PANCHO GONZALES CONTINUED

If that happens, it will be because of Gonzales' lifelong hatred of discipline. He wouldn't go to school, he wouldn't get a job and he has never trained; he still wolfs enormous quantities of hot dogs, tamales and tortillas and beans at all hours, smokes heavily and rarely goes to bed before 1 or 2 a.m. In the past few weeks, however, Gonzales has betrayed a growing awareness of the pressures that envelop a national champion in any sport. On May 15 he took the center court of the Los Angeles Tennis Club to play in the finals of the Southern California Tennis Championships. His opponent was Davis Cup Veteran Ted Schroeder, who did not play at Forest Hills last year and who has made no secret of his resentment at being ranked behind Gonzales. Before Gonzales had even warmed up the battle was over. Schroeder slaughtered him in 40 minutes, 6-1, 6-0, 6-2. Gonzales explained it by saying, "He didn't have anything to worry him. That's why he could play good."

What worries Gonzales is the All-England Championships which begin at Wimbledon on June 20. A Wimbledon victory carries all the prestige of a world championship. It also carries something far more tangible: an almost certain invitation to turn professional, to tour the world with big-name players like Jack Kramer and to make \$50,000 during the next year. That would be a big return on the money Gonzales' family first spent to begin his sports career. His father, Manuel Gonzales, came to Los Angeles from Mexico in 1918 and is now a Hollywood scenery painter, and his mother often works as a seamstress. Richard, the oldest of seven children, was born on May 9, 1928. The entire Gonzales clan resents the legend that he grew up as a zoot-suiter *pachuco*, a Mexican term for gang rowdies. His mother insists that he was "a good boy. The only crime he ever did was not go to school."

It was his mother who was inadvertently responsible for Gonzales' losing interest in formal education. In 1940, when he was 12, his mother gave him a 51¢ tennis racket as a Christmas present. "When I was a little girl in Mexico," Mrs. Gonzales explains, "the people next door were very wealthy and their children played tennis. Because I didn't have any of those things, I wanted Richard"—she pronounces it "Reechard"—"to have them. Also, I didn't want him playing any rough games like football where he might get hurt."

He learned by watching

GONZALES soon started hanging around tennis courts, where he struck up a close friendship with an older boy named Charles Pate, who at that time was one of the better high-school players in Los Angeles. Pate gave him the nickname Pancho, an old racket and some balls in return for some help on a newspaper delivery route, and taught him a few fundamentals of the game. Nobody ever taught him anything else; Gonzales has never had a formal tennis lesson in his life. Even in recent months, when he could have had coaching from someone like Don Budge—and for nothing—he turned it down. All he knows was picked up watching other players on the public courts. It was a haphazard way to learn, and Gonzales still plays a "careless" game. "My game has to be careless," he argues. "That's the way it's built."

When Gonzales was 15 he scored his first important tournament victory by beating Herbie Flam, a bony lad who at the time was considered the hottest young tennis prospect in the U.S. That

CONTINUED ON PAGE 71



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WEBSTER

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PANCHO GONZALES CONTINUED

brought Gonzales to the attention of Perry Jones, who offered him the coaching and tournament facilities that are available to promising youngsters in southern California. To play in Jones's tournaments, however, a boy had to have a card signed by his high-school principal stating that he was scholastically eligible. Gonzales by then had formed the habit of going to the tennis courts during the noon recess from school and staying there all afternoon. Jones finally enforced the rule in 1944 and declared Gonzales ineligible for all future tournament play unless he stopped playing hooky. The severity of the penalty caused some resentment in Los Angeles. It was murmured that Jones, a graying gentleman of 57 who runs the Southern California Tennis Association as a sort of benevolent despot, had "thrown the book" at Gonzales partly because he is Mexican. Gonzales himself felt that he was being discriminated against, but Jones denies this indignantly. According to Jones he told Gonzales, "It isn't fair for you to practice tennis all day while the other youngsters are in school. Go back and study and we'll welcome you at our tournaments."

Gonzales says he tried, but he just didn't like classrooms and books, even though he had never had any trouble making decent grades. After intermittent truancy he finally quit school completely, when he was in the 10th grade. Tennis continued to be his main occupation until 1945, when he entered the Navy. He spent 16 months scrubbing decks on transports in the Pacific. He liked that no better than school ("Too much of that discipline stuff") and spent one week in the brig for going AWOL.

Pancho returned to Los Angeles in January 1947 and immediately found himself in trouble. His father laid down an ultimatum: he had to go back to school, get a job or leave home. For Pancho there could be only one possible choice, so he left home. At night he slept on a cot in Arzy Kuhn's Olympic Tennis Shop, where he had always done his daytime loafing anyway. A few weeks later his father relented and he went back home.

In May 1947 Gonzales sent in an entry for the Southern California Championships. That posed a pretty problem of protocol for Perry Jones; Gonzales had not been invited to the tournament, he had simply borrowed an entry blank from a friend. Jones finally accepted it on the theory that Gonzales, having been in uniform, deserved to be treated as a grownup. Gonzales won his two qualifying matches, whipped his old rival Herbie Flam again and went all the way to the finals. Then, intoxicated by the glamour of the center court and egged on by his Olympic Tennis Shop friends who packed the cheaper seats, Gonzales managed to take one set from Jack Kramer.

After that Gonzales' name turned up on Perry Jones's expenses-paid list for a tour of eastern tournaments. In New York he met Frank Shields, who took him in hand and tried to rub some rough edges off his personality. His efforts were not always successful. Gonzales is supposed to have appeared at the Seabright clubhouse one day wearing bright suspenders and the high-waisted pants beloved of zoot-suiters. Shields did not want to hurt the boy's feelings, so he pointed to two attractive girls in the stands and said, "See those girls, Pancho?"

"Yah," noted Gonzales. "Sure pretty."

"I heard them talking and they thought you were handsome, but as long as you had on those suspenders they didn't want to be seen talking to you," said Shields.

"Oh, well," yawned Gonzales, completely missing the point, "I want to train this week anyway."

Gonzales won no important matches on his 1947 tour, but he played well everywhere and tournament promoters were eager to have him. Enjoying his newly acquired respectability, he accepted as many tournament invitations as he could and thereby got into trouble again. He violated a rule of the U.S. Lawn Tennis Association which allows a player to receive expense money for eight invitational tournaments a year. Gonzales played in 10 such tournaments.

Mexico makes him an offer

THIS time Perry Jones went to bat for Gonzales and got him off with a nominal penalty—suspension from tournament play outside Los Angeles from February until June of 1948. This still allowed him to play in that year's major tournaments. Had the suspension been more severe, Gonzales might now be the No. 1 player of Mexico instead of the U.S. He received an indirect offer from the Mexican government of an education at any college in the U.S. he might name (no great inducement for Gonzales), plus a lifetime job at the Mexican consulate in Los Angeles, with plenty of time off to play in tennis tournaments all over the world—if he became a Mexican citizen. It was a tempting offer, and Gonzales

CONTINUED ON NEXT PAGE

PALL MALL's greater length filters the smoke on the way to your throat

filters the smoke and makes it mild

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PALL MALL Famous Cigarettes—
good to look at, good to feel, good to taste, and good to smoke.



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PEOPLE CONGREGATE"

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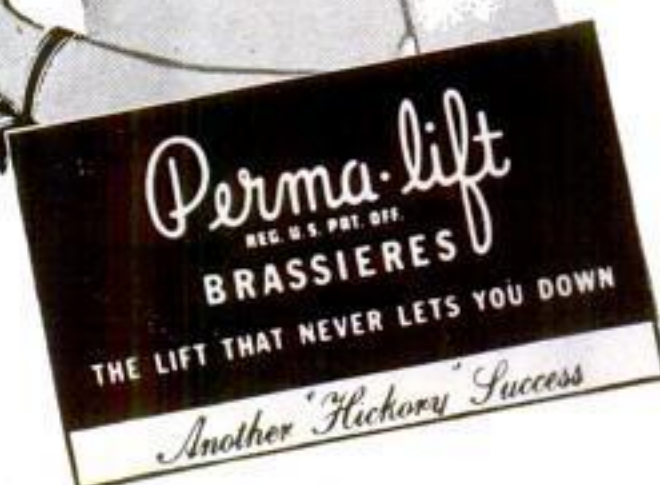
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* "Perma-lift" and "Hickory" are trade marks of A. STEIN & COMPANY (Reg. U. S. Pat. Off.)



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PANCHO GONZALES CONTINUED

took several weeks to think it over. He finally refused because, he says today, "I just decided that this country was a pretty good place to live in."

Whatever friction may have remained between Jones and Gonzales was wiped out by Jones's intervention on his behalf with the Lawn Tennis Association. Jones says, "He's wonderful. With the possible exception of Kramer, nobody has ever represented us at tournaments better and with more dignity." Gonzales, having no locker of his own at the Los Angeles Tennis Club, now uses Jones's locker when he is playing there. He is fanatically loyal to friends who have done him a good turn—especially Frank Shields. Last winter when Perry Jones was asked to send Gonzales to New York for the national indoor championships (a chronic financial flop), Gonzales said he was willing to go but insisted on playing doubles with Shields simply because Shields was kind to him on his first eastern trip. This came as a shock to Shields, who is now 38 and who plays in a few tournaments a year just for the exercise, but he and Gonzales managed to reach the finals anyway.

Gonzales now dresses acceptably and refrains from temperamental tantrums when he gets a bad call from a linesman. His marriage has had a marked settling effect on him. In March 1948 he married a Mexican-American girl named Henrietta Pedrin, who is just learning to play tennis. A son, Richard Jr., was born five months ago, and Gonzales has accepted his parental responsibilities with a mixture of pride and bewilderment. A month ago he backed out on a sportswriters' luncheon at the last minute though he was to be a guest of honor because, he told Perry Jones plaintively, "I'm helping Henrietta with the wash today."

Since tennis is the only physical effort that Gonzales seems to consider worth his concentration, he obviously will have to make a living at it somehow. One of Gonzales' friends thinks that if he wins at Wimbledon this year he may turn professional immediately, without waiting to play in Davis Cup competition or to defend his national title next September.

Ted Schroeder, whom Gonzales properly respects more than any other amateur (he has beaten Gonzales three matches out of four since Gonzales became national champion) and Frank Parker, two times U.S. amateur champion, are no doubt hoping to turn professional themselves if they win at Wimbledon. They are under pressure too—Parker most of all since he has been looking for the professional's big money longer than anyone else.

Gonzales knows he *must* win at Wimbledon, and the knowledge is forcing him, somewhat against his will, to grow up. The change in Gonzales has already been noticed by his mother. "Something is happening to Richard," she said recently, just before Gonzales left for Wimbledon. "When he have his picture taken for the passport, I ask the photographer to take four extra pictures. In only one picture was he smiling. He is not so happy any more playing tennis. I do not like that."



PERRY JONES, California tennis czar who is now one of Gonzales' greatest boosters, hands him trophy for victory in Ojai Valley tournament on April 30.

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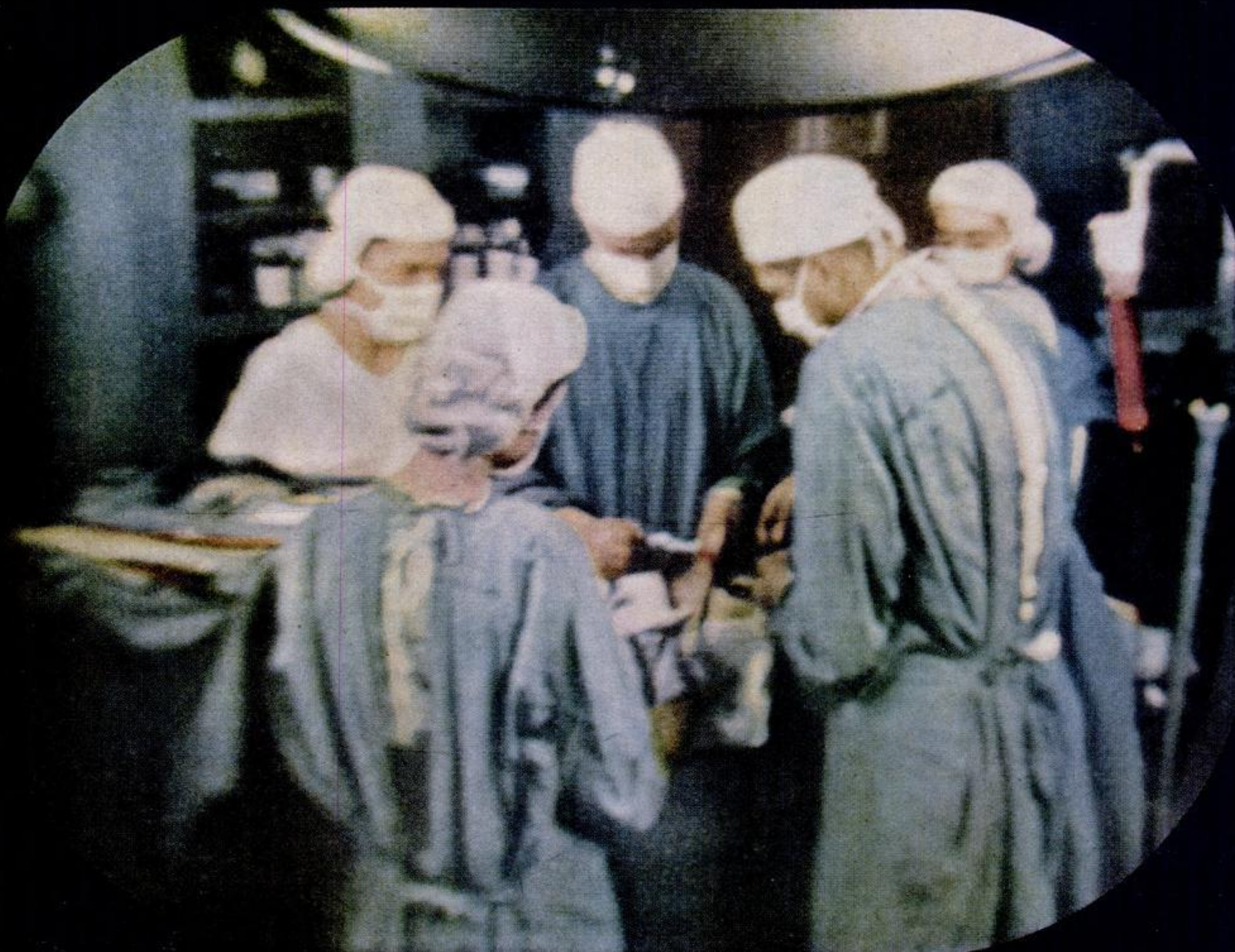
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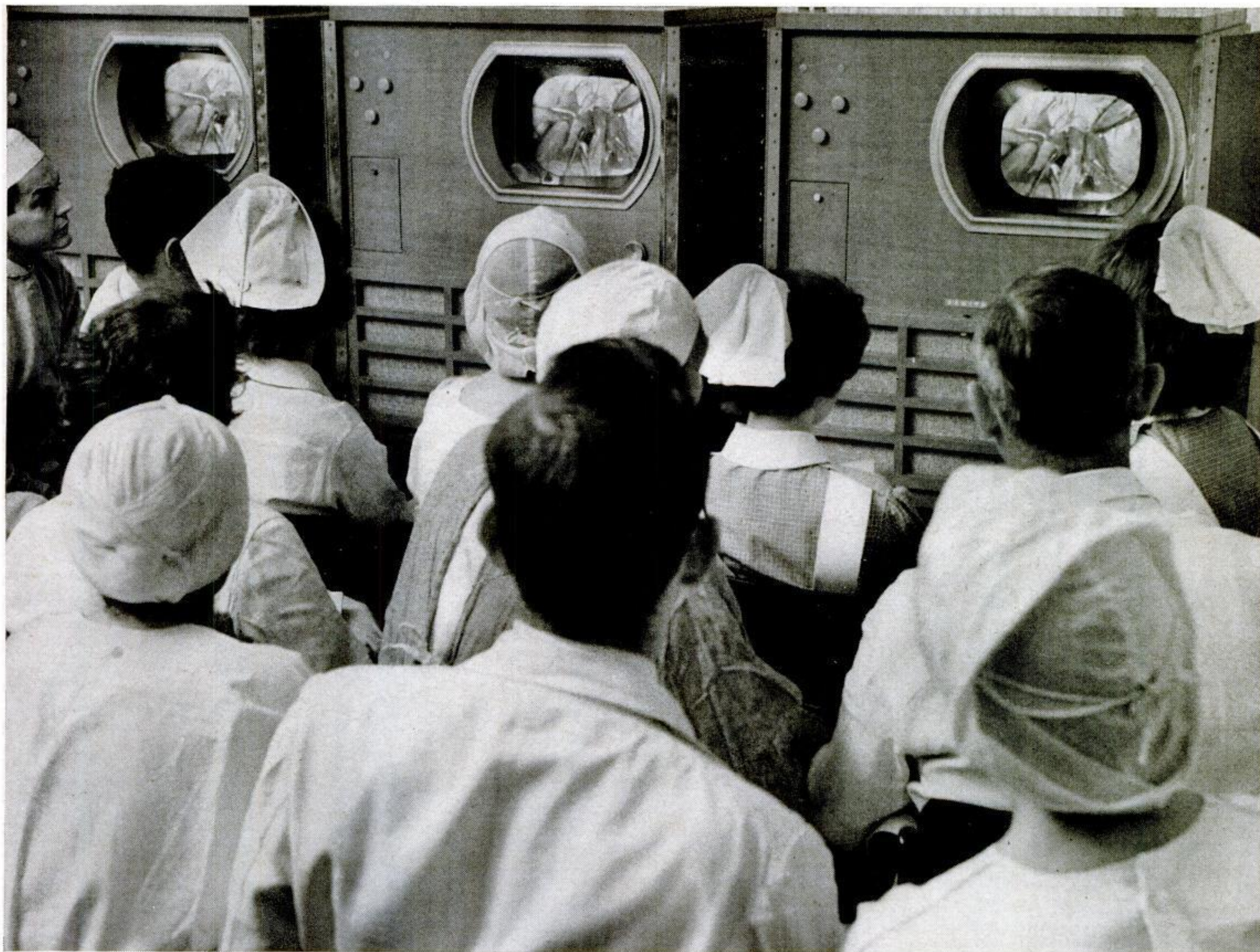




SURGEONS SPONGE UP BLOOD IN TELEVISED DEMONSTRATION OF STOMACH OPERATION



INFLAMED SKIN IS DIAGNOSED FOR DOCTOR AUDIENCE AS HARD-TO-CURE PSORIASIS



NURSES AND DOCTORS SEE AN OPERATION TELEVISED IN COLOR AT UNIVERSITY OF PENNSYLVANIA HOSPITAL, WHERE THE EQUIPMENT WAS GIVEN FINAL TESTS

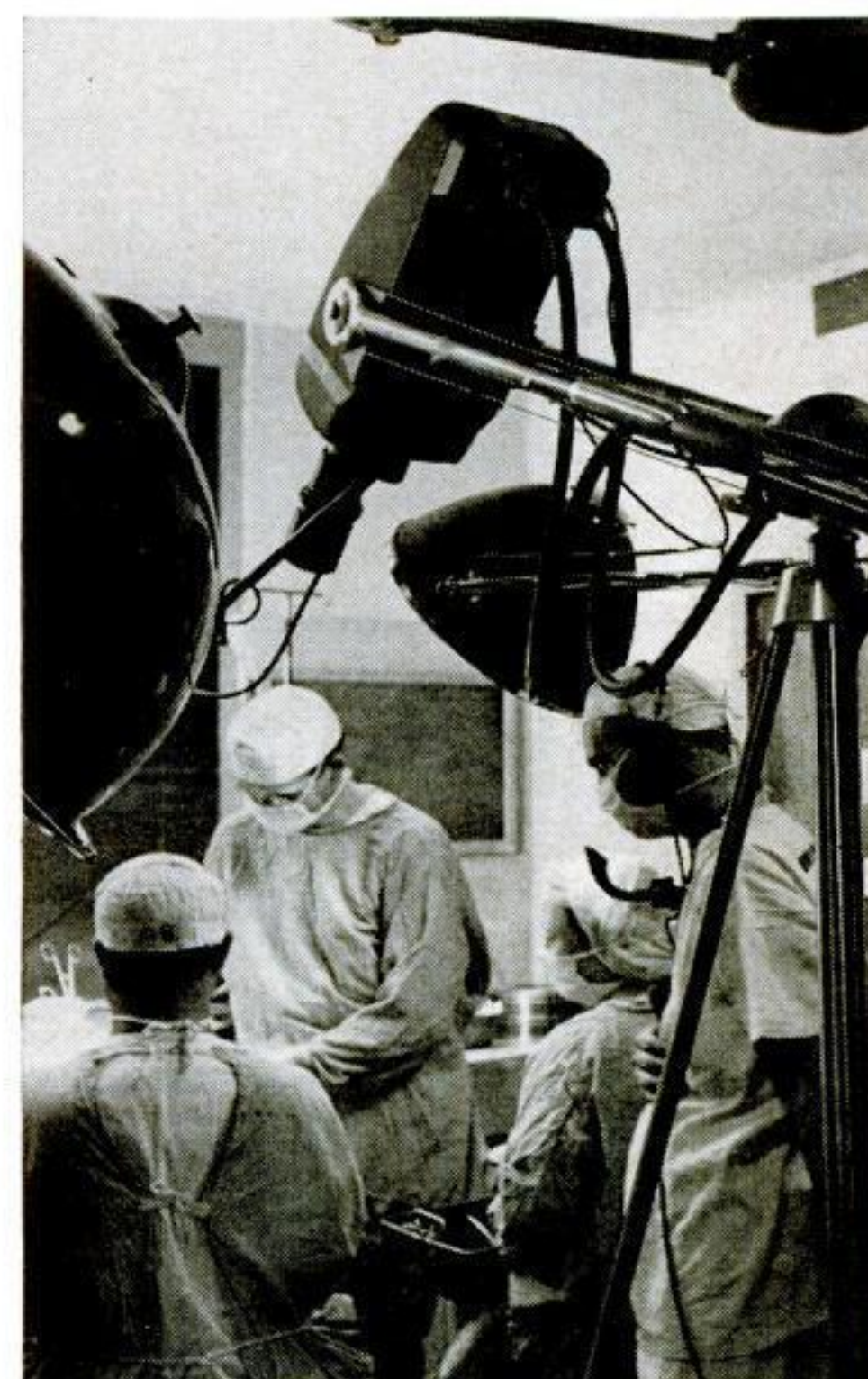
SURGERY IN COLOR TELEVISION

New system will give students a doctor's-eye view of operations

Next week in Atlantic City's huge Convention Hall 15,000 members of the American Medical Association will watch the first large-scale demonstration of television in full color. On 20 specially built receivers, 1,000 doctors at a time will see a Caesarean, an appendectomy, a bone graft and other operations as up to now only the operating surgeon and his assistants could see them. In this, its first practical application, color television will prove itself to be an important aid to the teaching of medicine; for it will supplant the student's-eye view of an operation (too often a row of smock-clad backs) with a surgeon's-eye view. Not only form but all-important color variations are reproduced, and with considerably greater faithfulness than is indicated by the pictures on the opposite page, whose clarity suffered as a result of the long exposures required.

Credit for getting color television out of the laboratory and into practical, if still limited, use goes to the Columbia Broadcasting System, which has perfected a method of color transmission, and the pharmaceutical house of Smith, Kline & French, which sponsored and helped develop its medical

application. This joint effort was aimed primarily at producing a new method of visual education for the medical profession. But the very existence of a practical color television system, even of a restricted, closed-circuit type, inevitably raised the question of when color television will be available to the general public. The answer must come from the Federal Communications Commission, which has considered this and other color systems but so far has licensed none. Two years ago the commission turned thumbs down on the CBS method on the grounds that it had not been sufficiently developed and tested. At that time CBS color television could not be received on standard sets. It could not be transmitted over standard channels and its quality needed some improvement. Since that time CBS has altered its color system so that telecasts can be transmitted on any channel and (by the use of a rather bulky adapter) be received on existing sets. As for present quality, it would seem that any color television good enough to give doctors a satisfactory view of the vital organs ought to be good enough to give the public a satisfactory view of Arthur Godfrey's red hair.



REMOTE-CONTROL CAMERA, designed by CBS especially for use in the televising of surgery, gets unobstructed view of operation from its position above table.



WILLIAM H. VANDERBILT (right, standing), who as president of Michigan Central built third bridge over gorge, posed with family at Niagara around 1880.



WILLIAM TECUMSEH SHERMAN, General-in-Chief of U.S. Armies, was photographed in uniform at Niagara in 1875 with a platoon of admiring women.



OTIS SKINNER, famous actor, was photographed with Actress May Irwin at Niagara in 1884. Scene behind the couple is a photographer's studio backdrop.



BOY DROWNED IN FALLS, 1853

Niagara Falls

Its grandeur has enthralled artist and honeymooner alike

The first white man ever to see Niagara Falls was a Flemish missionary named Father Louis Hennepin. On an expedition in 1678 with the explorer La Salle, he became fascinated by Indian tales of a great cascade nearby and set off through the forest to investigate. He was so moved by the prodigious spectacle he discovered that he unstrapped the portable altar from his back and fell to his knees in prayer. Hennepin's accounts of "this most dreadful Gulph," slowly filtered through the colonies. As early as 1720 people were beginning to come by horse and stagecoach to see it. A hundred years later when the Erie Canal was opened up the Falls had become the nation's No. 1 tourist attraction. Exploitation was inevitable. In 1827 a syndicate staged the Falls' first publicity stunt. It bought an old ship, loaded it with a cargo of animals and sent it drifting down the river and over the Falls as thousands of people watched from the shore.

By 1850 the romantic and majestic quality of Niagara had fully captured the American imagination. Writers like Hawthorne and Cooper rhapsodized over it. Painters produced a flood of pictures of it, some of which are shown on the following four pages. A trip to the Falls had become fashionable, and tourists, including notables from all over the world, went there at a rate of 60,000 a year. The railroads extended their lines and in 1855 the Great Western of Canada flung the first bridge across the gorge. Thirty years later the Michigan Central Railway, denied the privilege of using the bridge, built its own, and stopped all daytime trains there for five minutes so that the passengers could enjoy the view.

Today during the summer some three million honeymooners and other tourists visit Niagara. They clamber up and down steep descents, ride boats which carry them so near the cataract they get doused with spray. They pose for their photographs and come away with thousands of souvenirs such as "Our Honeymoon" plates, "Key to the City" thermometers and miniature toilets labeled "Seat of the Nation, Niagara Falls, N.Y."



BELOW PROSPECT POINT on the U.S. shore Artist John Bornet made a lithograph of the great cataract in 1855. Detail above shows the American Falls, di-

vided from Canadian or Horseshoe Falls by Goat Island (*upper right*). To indicate scale he inserted on the ledge a tourist family watching the awesome spectacle.

CONTINUED ON NEXT PAGE



HORSESHOE FALLS was painted in 1857 by noted artist Frederick Edwin Church. One of the most famous paintings of Niagara, it won a prize in a Paris exhibition and



TRAPPER is sightseer in early painting of the falls by Thomas Chambers. Picture and one at right are owned by Hartford's Wadsworth Atheneum.



RAINBOW, always present on sunny days, forms over the falls while soldier and his girl stroll under it. Painting (c. 1808) is by John Trumbull, portrayer of Washington.



was purchased for Washington's Corcoran Gallery for \$12,500. Wooded Canadian shore is shown at right. Sightseers' lookout tower on Goat Island (*left*) was torn down in 1873.

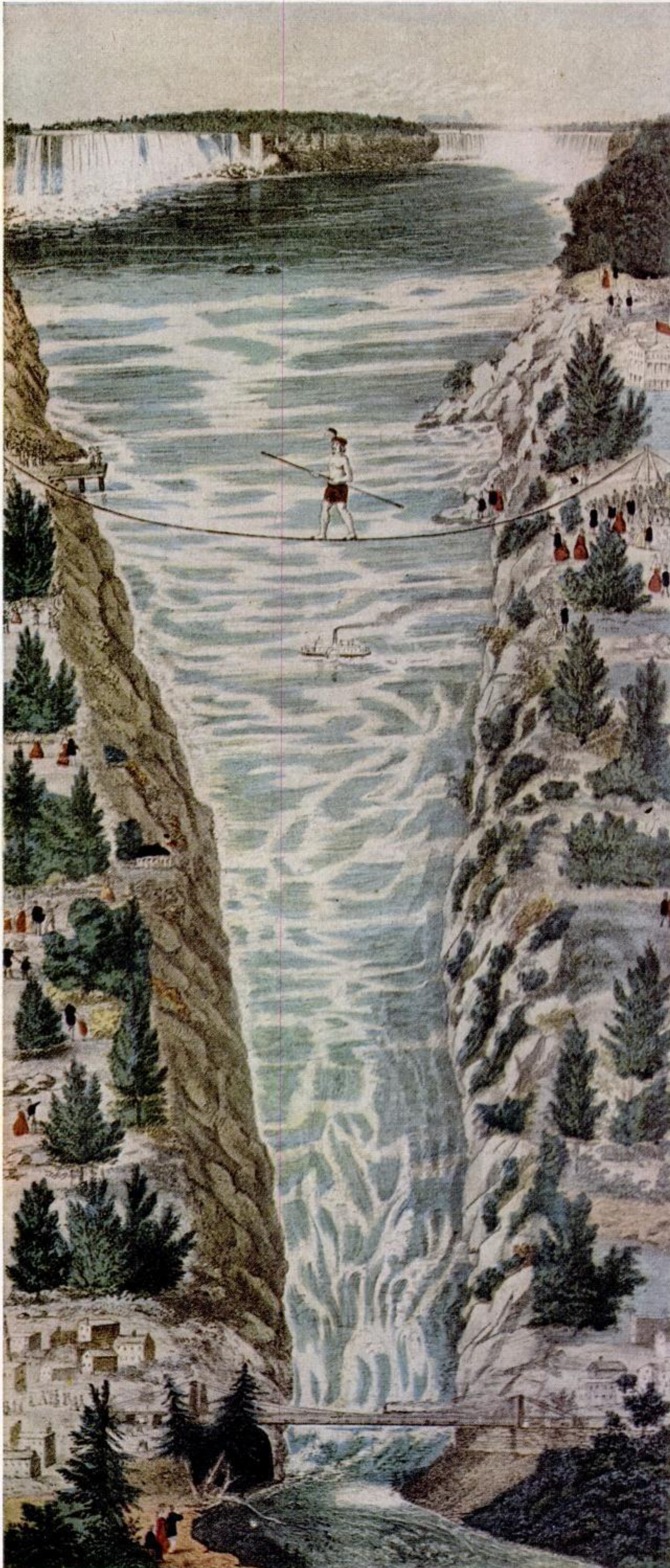


SIGHTSEEING BOAT *Maid of the Mist* appears in Victor DeGrailly's painting (1860). Two *Maids of the Mist* operate now, carry tourists through drenching spray near falls.



CATWALKS from Cave of the Winds, shown in painting (1941) by John De Martelly, provide for tourists a thrilling descent and a close view of falls.

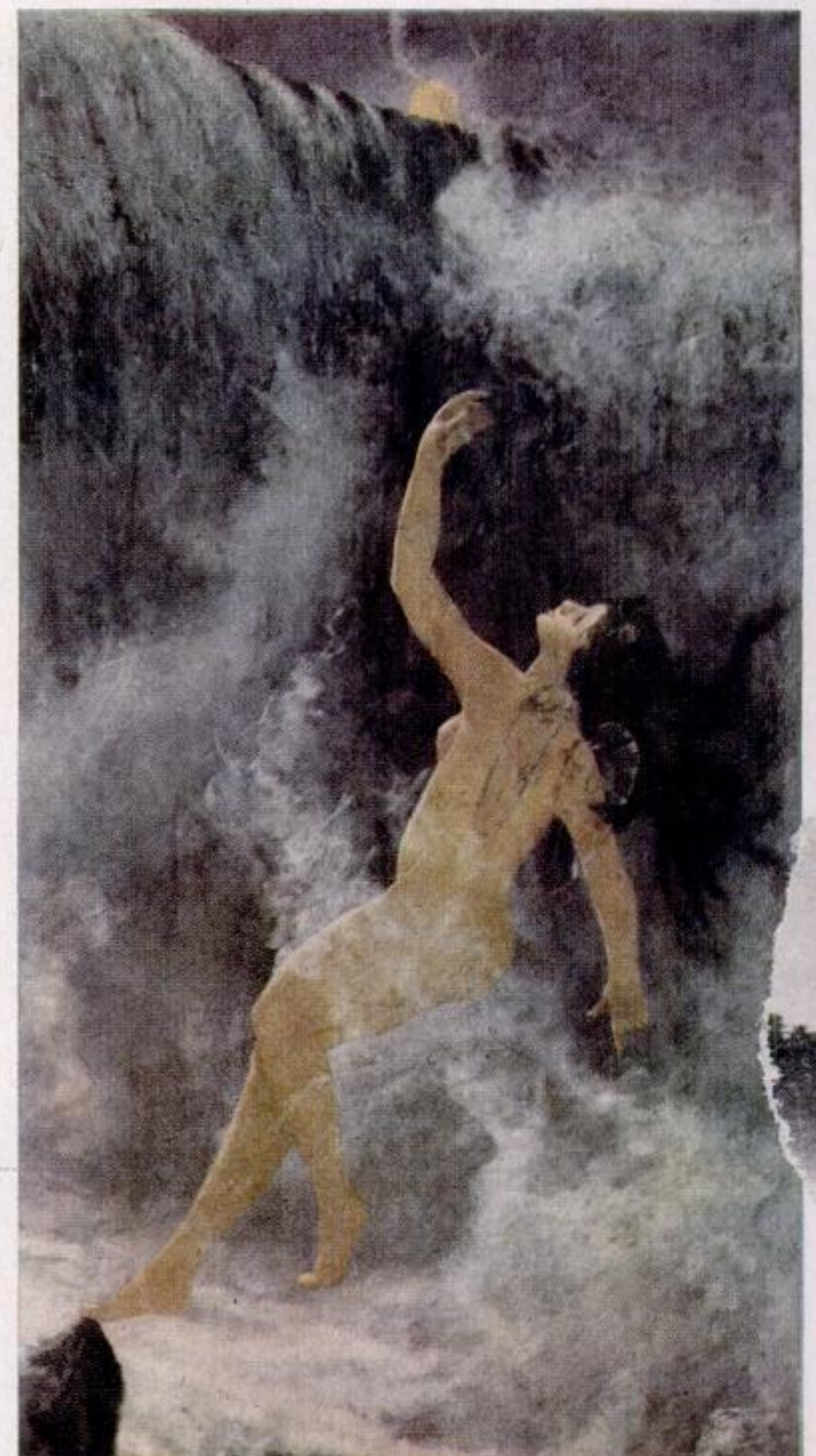
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MONSIEUR BLONDIN, tightrope walker, spanned 1,100-foot gorge in 1859 as portrayed in print. He repeated feat pushing wheelbarrow, then carried a stove, pausing on the way to cook an omelet.



SACRIFICE of an Indian maiden to spirit of falls, painted by J. F. Brown, was, according to legend, yearly ritual of Senecas.



INDIAN MAIDEN'S GHOST, also by Brown, is supposed to be seen rising from spray at bottom of falls, bearing wings.



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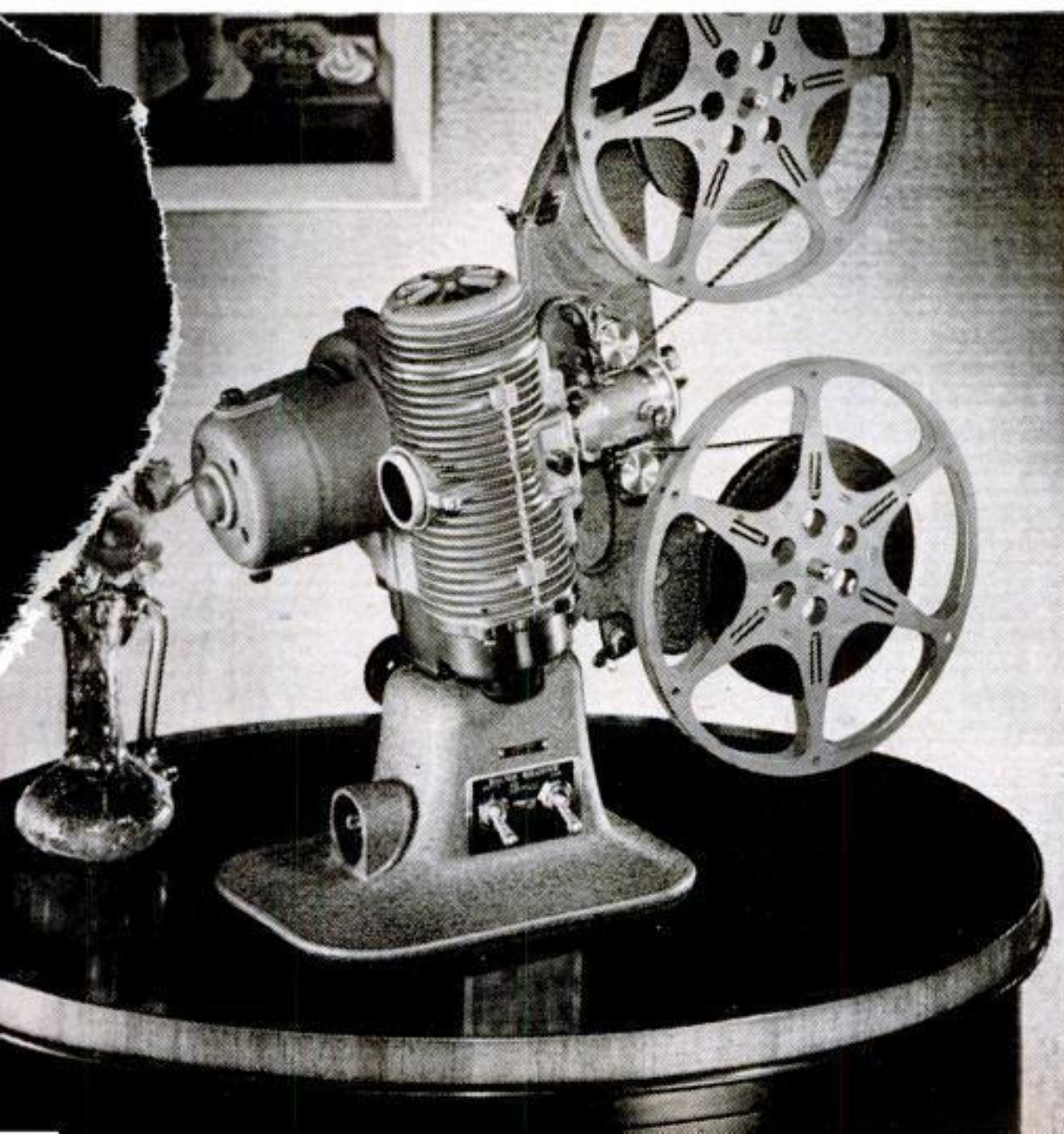
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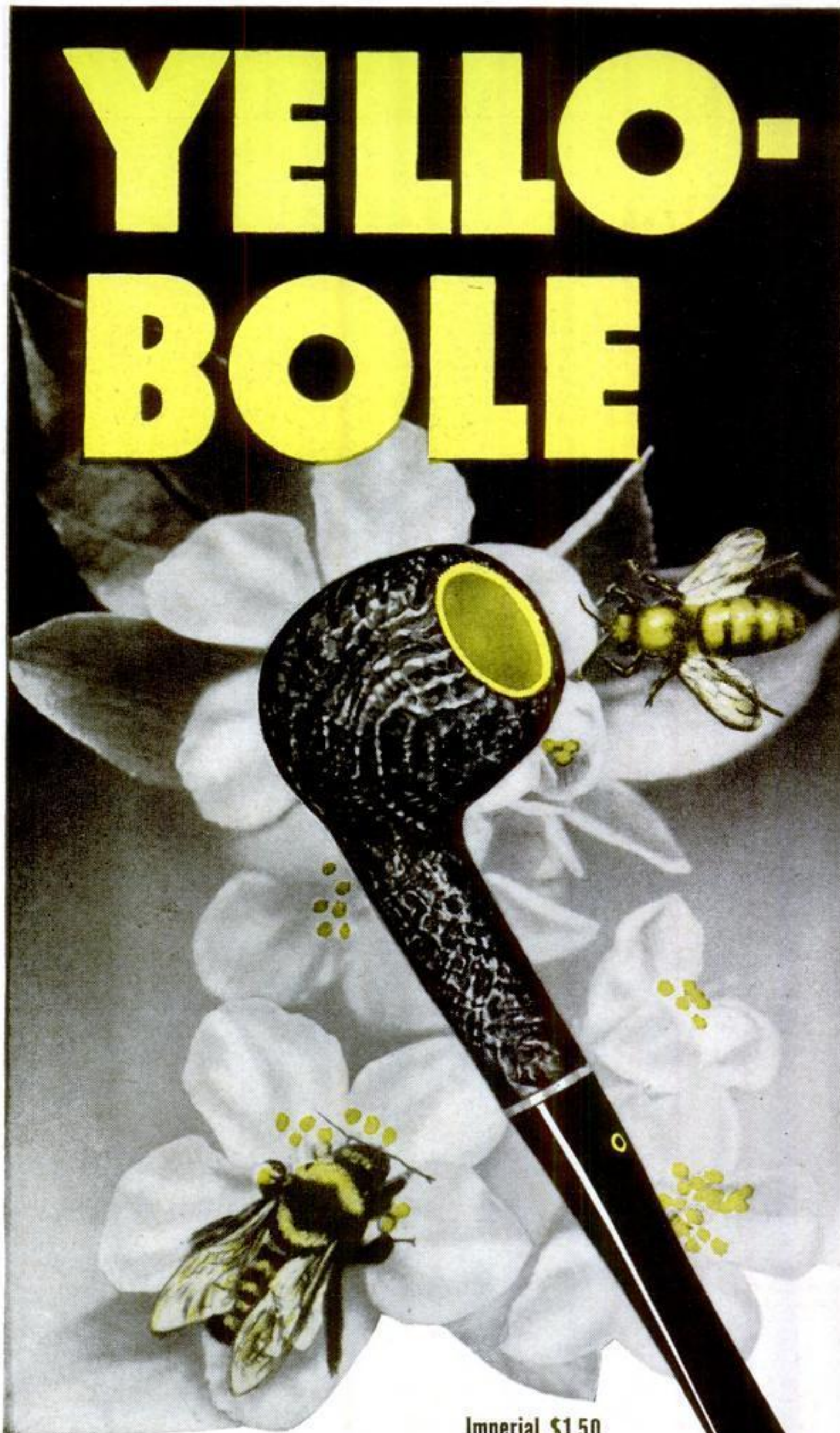
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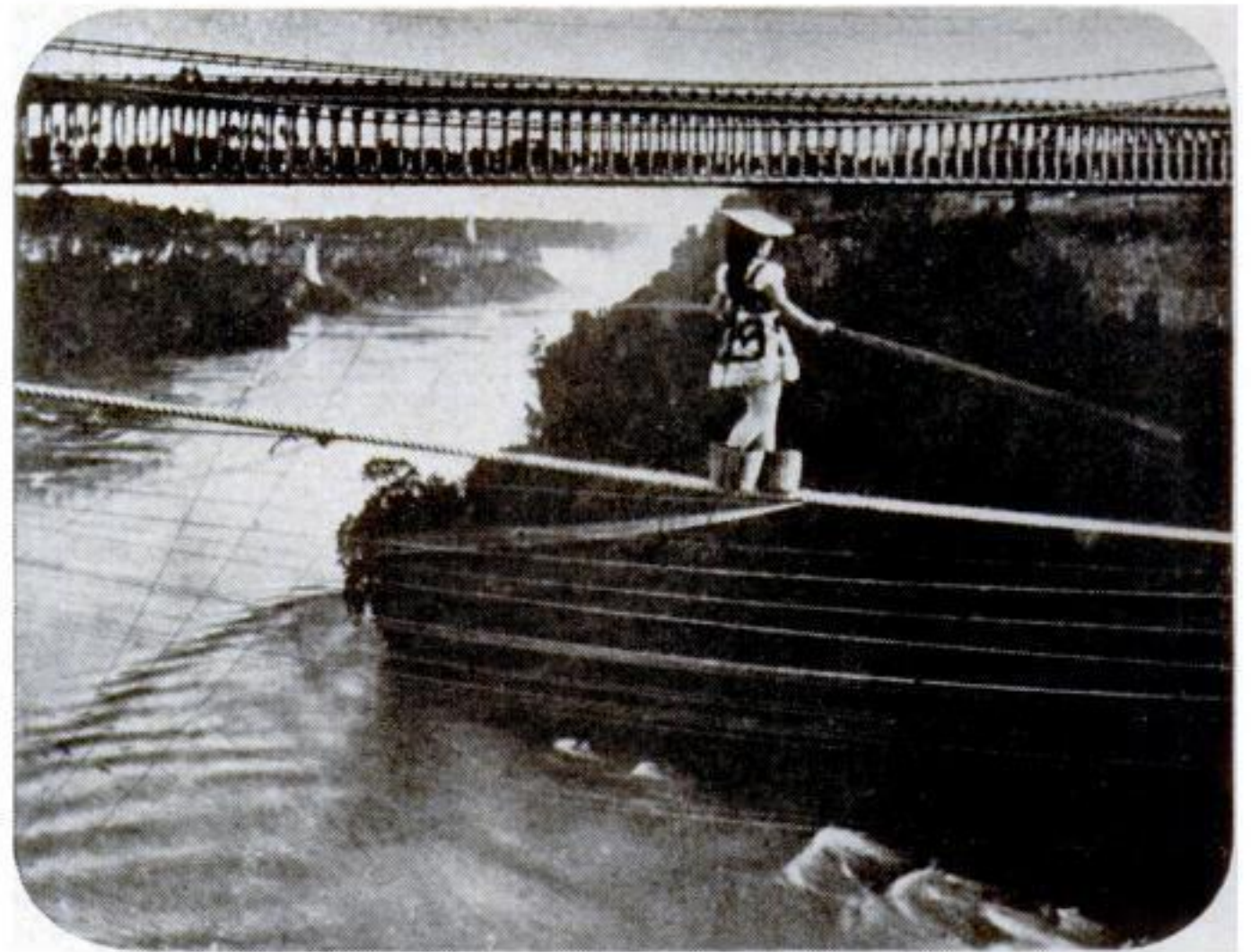
Look for the Honey-Girl display and the words “Yello-Bole” on pipe.



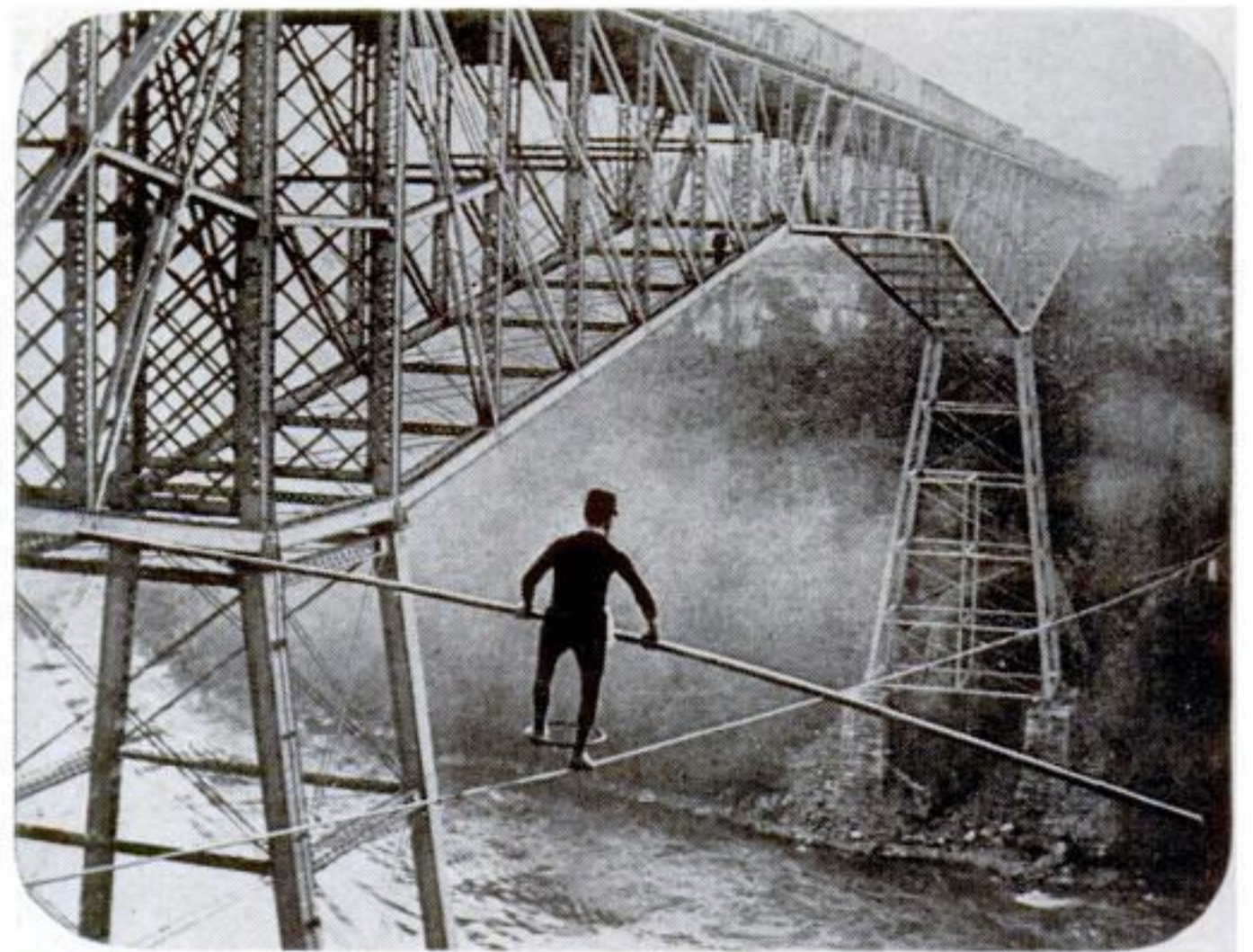
Yello-Boles are clean and sanitary when you buy them, sealed with this seal at factory.

NIAGARA FALLS CONTINUED

ON THE HIGH WIRE



MARIA SPELTERINI in 1876 crossed the great gorge on a tightrope with baskets strapped to her feet. Although this was a remarkable performance for a woman, it was not at all new at Niagara, where Monsieur Blondin had done the same thing years before. First bridge built across gorge is in background.



SAMUEL J. DIXON, who called himself “Daring Dixon,” crossed the gorge on a rope while twirling a hoop around his ankles. He also seated himself in a chair in midstream. At this time Dixon was not performing professionally but had merely stopped over for some excitement on a business trip to Toronto.



SIGNOR BALLINI was one of the most audacious performers ever to span the gorge on a rope. Climax of his performance came when he leaped 160 feet from the rope into the water. The third time he performed this feat he sank so far below the surface that even he became terrified and never tried it again.

CONTINUED ON PAGE 85



OLIN DUTRA, one of the world's most famous golfers, has held both the P.G.A. and U.S. Open championships.

Here's how—

...Olin Dutra
makes a Smooth approach



1. Olin Dutra, like most champions, uses Vardon grip. With a No. 9 iron, he addresses ball just inside the right heel, hands slightly forward... weight even.



2. At Top of Backswing, left arm is reasonably straight, left shoulder directly under chin, left heel just off ground. Right leg braced... wrists well cocked.



3. In Downswing weight shifts to left but head holds position. Left heel settles on ground as the wrists smoothly uncock, transmitting power to clubhead.



4. At Impact, head remains anchored. Hands are slightly ahead of ball. Downward impact helps impart backspin. Right shoulder moves down and under.



5. Instant After Impact, head is still anchored, left leg supporting shock of impact, right leg relaxing as heel leaves ground. Clubhead follows flight of ball.



6. Hands Finish High in the follow-through of a smooth approach—a mellow moment well worth reliving over a glass of HAMM's smooth and mellow beer.

...to enjoy a Mellow moment



7. Another Smooth Round calls for a round of smooth and mellow HAMM's.



8. "Here's How!" with HAMM's Beer—smooth and mellow. No beer like HAMM's for luxurious flavor, clarity and creamy crown. Ever tried HAMM's? You must! It's the beer preferred for mellow moments—first choice of millions for 84 years.

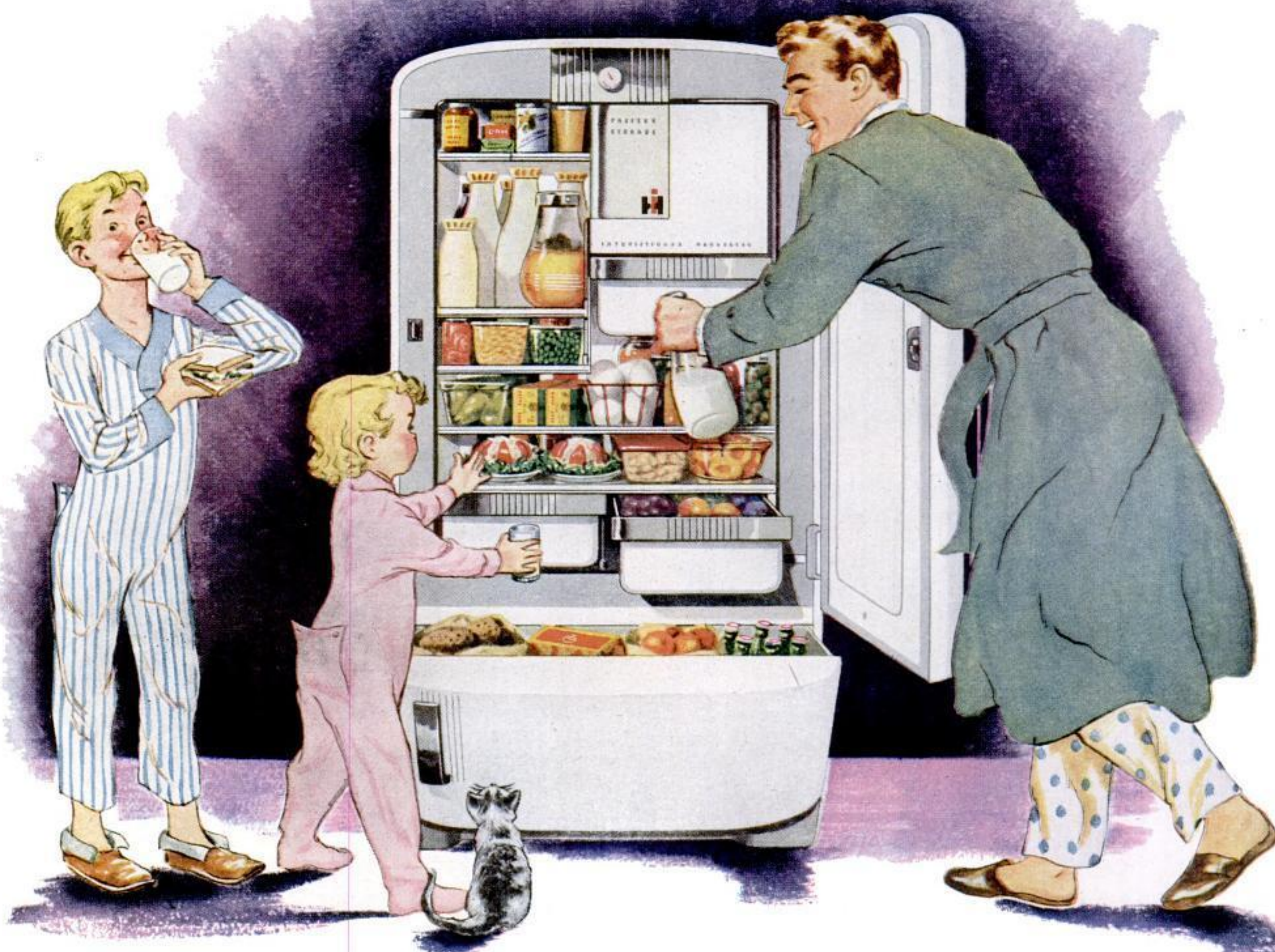
Here's how...with

Hamm's Beer

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THEO. HAMM BREWING CO., ST. PAUL, MINN.

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**Super-service around the clock! Super-value! More room where it counts inside!
Space-saving outside! Approved, improved, proved for utility and convenience!**

On the job day and night, and *what* a job it does for you! This 8 cubic-foot Super De Luxe is extra special because it's extra spacious inside and extra gorgeous outside! The Big Three features give you more space where it counts: roomy freezer holds over 35 pounds of frozen food, makes over 7 pounds of ice; "Frigidrawer" stores 13½

pounds meat, fish, poultry; bottle shelf holds 12 quart bottles (tall ones, too), with "Foldaway" shelves for extra space! And that's not all! Even more room—more crisper space, more shelf area—some shelves movable for your added convenience! Quiet "Tight-Wad" unit, backed by a 5-year protection plan. See this *super value*!

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And a good time was had by all! Yes, *even* the hostess! It's no mystery, but it *is* the modern miracle—an IH Freezer! This 11.1 cubic-footer holds the answer to your party, pantry and people-dropping-in problems with its 385 pounds of frozen food! Feed the family sumptuously... entertain as much as you like—easily, quickly, thriftily—with an IH, the hospitality freezer you'll love!

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IH REFRIGERATOR RECIPE **Rhu-Berry Salad**

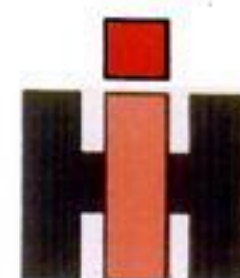
Cook 1 package frozen rhubarb. Sprinkle 2 envelopes plain gelatin over ½ cup cold water. Add ½ cup juice from rhubarb to gelatin mixture. Combine with rhubarb and 1 package partially thawed frozen strawberries. Lastly, add 1 cup ginger ale. Pour into oiled mold and serve with fruit dressing.

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"QUEEN OF THE MIST" was title taken by Anna Taylor, first to go over Falls in barrel. She holds kitten which died when it made test trip before her.

DEATH IN A BARREL

Less skilled but even more foolhardy than the tightrope walkers were the five people who tried to go over the steep crest of Horseshoe Falls in barrels. Strangely enough the first was a schoolteacher, Mrs. Anna Taylor, who made the trip in 1901 and emerged at the bottom bruised and bleeding (*below*). She was followed in 1911 by an Englishman named Bobby Leach, who went over in a steel drum and spent the next 23 weeks in a hospital. Then Charles Stephens tried it in 1930 and was torn to bits; only one arm was ever found. That same year a Greek waiter named George Stathakis was suffocated when his barrel was caught under the Falls for 14 hours. The most successful trip was made in 1928 by Jean Laussier, who bounced comfortably down the Falls in a specially built rubber ball. He was the last to go over the top—the other daredevils rode their barrels through the rapids (*next page*).



AFTER HER TRIP over Falls, Mrs. Taylor, badly shaken, is helped ashore. She thought daring ride would bring her fame and riches, but died penniless.

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MEN AND BOYS:
YOU'LL BE COOLER IN
CARTER'S TRIGS



MAN, THEY'RE
GOOD LOOKING!

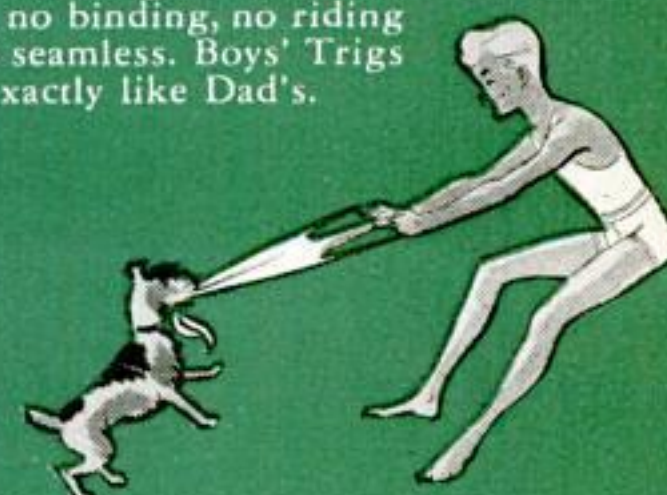
Knit to fit, Carter's Trigs keep their shape, help keep yours. Fine, soft cotton absorbs moisture like a thirsty camel! Double crotch gives mild support.

BOY, THEY'RE
GOOD WEARING!

Special Carter tailoring tricks mean non-chafing seams. No bunching, no binding, no riding up. Seat is seamless. Boys' Trigs are built exactly like Dad's.

MOM, THEY'RE
GOOD WASHING!

Washed in a wink... dry in a jiffy—soft, and ready to wear without a hint of ironing. Yes, Mom, Carter's Trigs are real work savers. Get 'em for both of the "boys"... Dad and Son!



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BRIEFS, MID-LENGTHS AND LONGS... ATHLETIC AND T-SHIRTS... AND SUITS
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Top Honors!



Tops for automatic cooking
New Gas ranges cook complete oven dinners by clock control. Gas turns on *and off* by itself!

Tops for selective speed
Dozens of "just right" heats *instantly* without waiting — *automatically* without matches!

Tops for foolproof baking
Automatic thermostats on air-circulated Gas ovens give you the same *exact* heat all over!



Tops for sizzling steaks
Smokeless flame broiling! Any kind you want from rare to well-done with no pre-heating!

Tops for streamlined design
Cleaner thanks to new non-clog burners. *Cooler* because of new extra-heavy insulation!

Tops for all-round economy
Feature for feature, new Gas ranges cost far less to buy, to maintain, and to operate!

Gas has got it!



ULTRAMATIC CALORIC GAS RANGE

Smart cooks all over the country know that the surest way to win success is with a new automatic Gas range. Share their know-how by choosing this CALORIC "CP" Gas range or any other of the fine "makes" built to "CP"

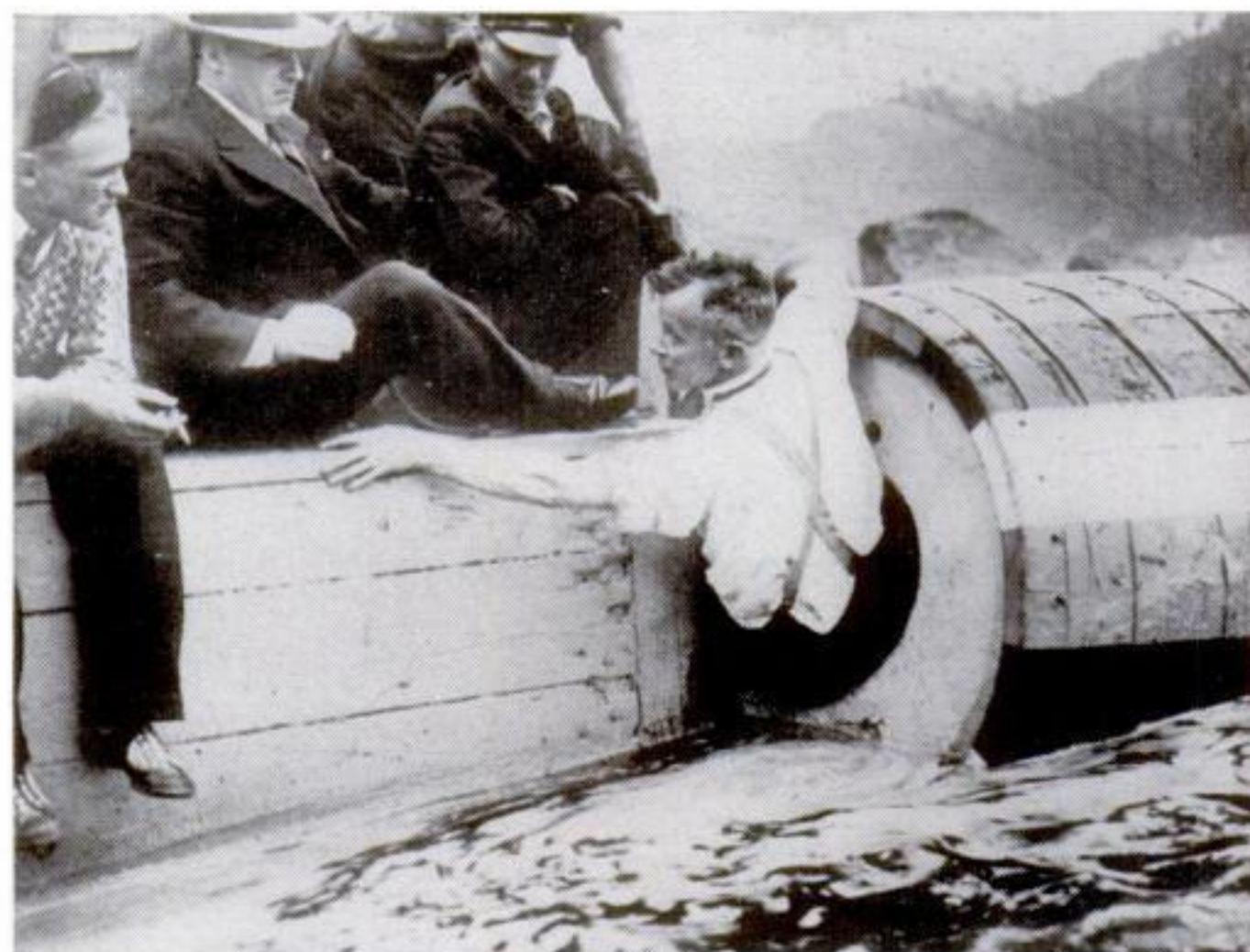
standards—now at your Gas company or appliance store. Then for the next wise move in your "New Freedom Gas Kitchen," get a Servel Gas refrigerator. It stays silent, lasts longer! AMERICAN GAS ASSOCIATION



NIAGARA FALLS CONTINUED

THROUGH THE RAPIDS

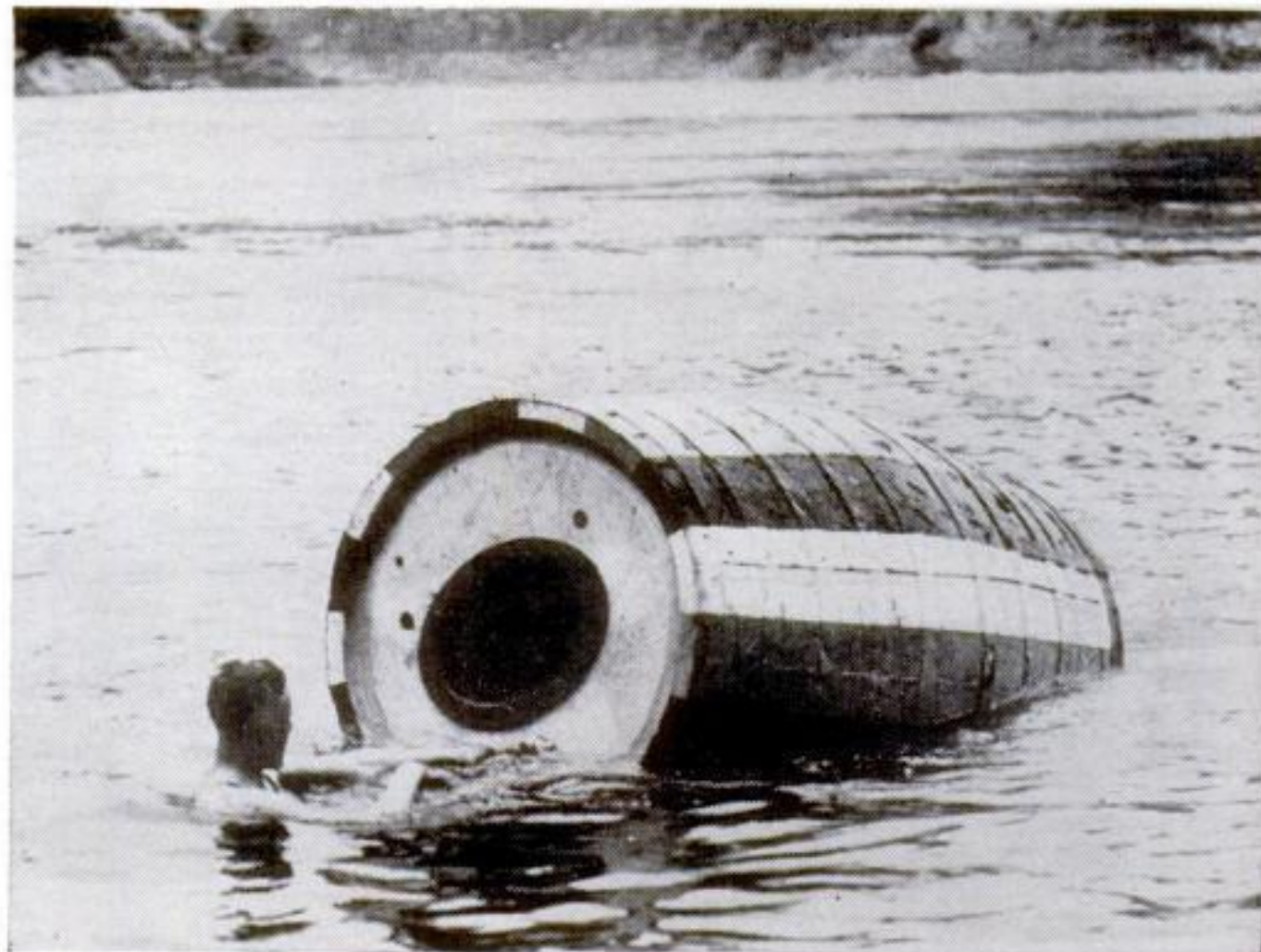
In the rocky Lower Rapids below the Falls the water is violent enough to smash a man to death. Since the 1880s some two dozen people have shot these rapids in barrels and two have lost their lives in the whirlpool that nearly claimed Red Hill (*below*). Hill was a great riverman; he had rescued 28 people from its waters and had fished out 149 bodies. Hill shot the Lower Rapids three times; first in 1910 in the barrel that had nearly killed Bobby Leach, next in 1930 in a barrel of his own and finally in 1931 in the barrel that killed Stathakis. On this trip he was caught in the whirlpool for hours (*center*) until he was rescued by his son William (*bottom*), who shot the rapids himself in 1945 and 1948.



RED HILL CLIMBS INTO STEEL BARREL FOR HIS LAST TRIP



CAUGHT IN WHIRLPOOL HILL'S BARREL SPINS HELPLESSLY



HIS SON RESCUES HIM BY SWIMMING TO BARREL WITH ROPE

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to win praise
and amaze!



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it . . . not sweet or heavy, but *dry* and *light* with a satisfying *new smoothness* all its own! Try it today—taste its *mellow* flavor—your first sip will tell you why it's America's *favorite* rum, and why it's growing more popular every day. To be sure of *quality* look for the name *Puerto Rican Rum* on the bottle. There are many excellent brands to choose from!



RUM COLLINS

Juice 1 lemon or lime
1 teaspoonful sugar
1½ oz. golden
Puerto Rican Rum

Shake with cracked ice and pour unstrained into glass. Add soda and stir. Now try it...smart, satisfying...it's the *smoothest* Collins of them all!



DAIQUIRI COCKTAIL

Juice ½ fresh lime (or ¼ lemon)
1½ oz. (White)
Puerto Rican Rum
1 teaspoonful sugar

Shake well with cracked ice. Strain into glass. It's not just a Daiquiri, it's *the light, dry, smooth* Daiquiri—as distinctive as Puerto Rican Rum!



RUM HIGHBALL

1½ oz. golden Puerto
Rican Rum
Soda, ginger ale or water

You haven't tasted *smoothness* in a highball, until you try one made with golden Puerto Rican Rum. Enjoy its special mellow flavor today!



EL PRESIDENTE

1½ oz. golden Puerto
Rican Rum
½ oz. dry Vermouth
Dash of Grenadine

Add ice, shake well and strain into glass with a twist of orange peel. Leave out Grenadine, and you've got a grand, dry Manhattan!

Next time, try America's Favorite Rum . . .

Puerto Rican Rum

not sweet and heavy...but Dry and Light

THE PUERTO RICO INDUSTRIAL DEVELOPMENT COMPANY, SAN JUAN, P. R.

Newest fashion in color-tones for Father

WEMBLEY NOR-EAST TIES make the dimpled style-right knot for every type of collar. The imported Wembley Nor-East fabric drapes easily, smoothly.

No wonder it's America's most demanded neckwear. And the rainbow-range of Wembley colors makes it easy to blend Nor-East Ties with the newest tones in suits and shirts.



\$1.50



Six famous features...

non-crush
fadeproof
cleanable
durable
economical
fashionable



NOR-EAST* NON-CRUSH* TIES

CRUSH IT!...



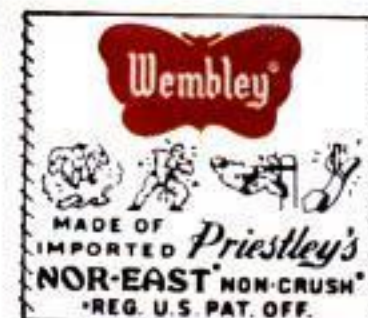
TWIST IT!...



KNOT IT!...



NOT A WRINKLE!



© WEMBLEY, INC. • *REG. U. S. PAT. OFF.

Wembley Ties are available at better stores. If you do not see these colors, write to Wembley, Inc., New Orleans. We will have your order filled by a retailer near you.



DOWN A DEERFIELD STREET, SCHOOLBOYS IN COSTUME MARCH TO PAGEANT. IN FOREGROUND A REDCOAT WITH HIS COAT OFF MUNCHES AN ICE-CREAM STICK

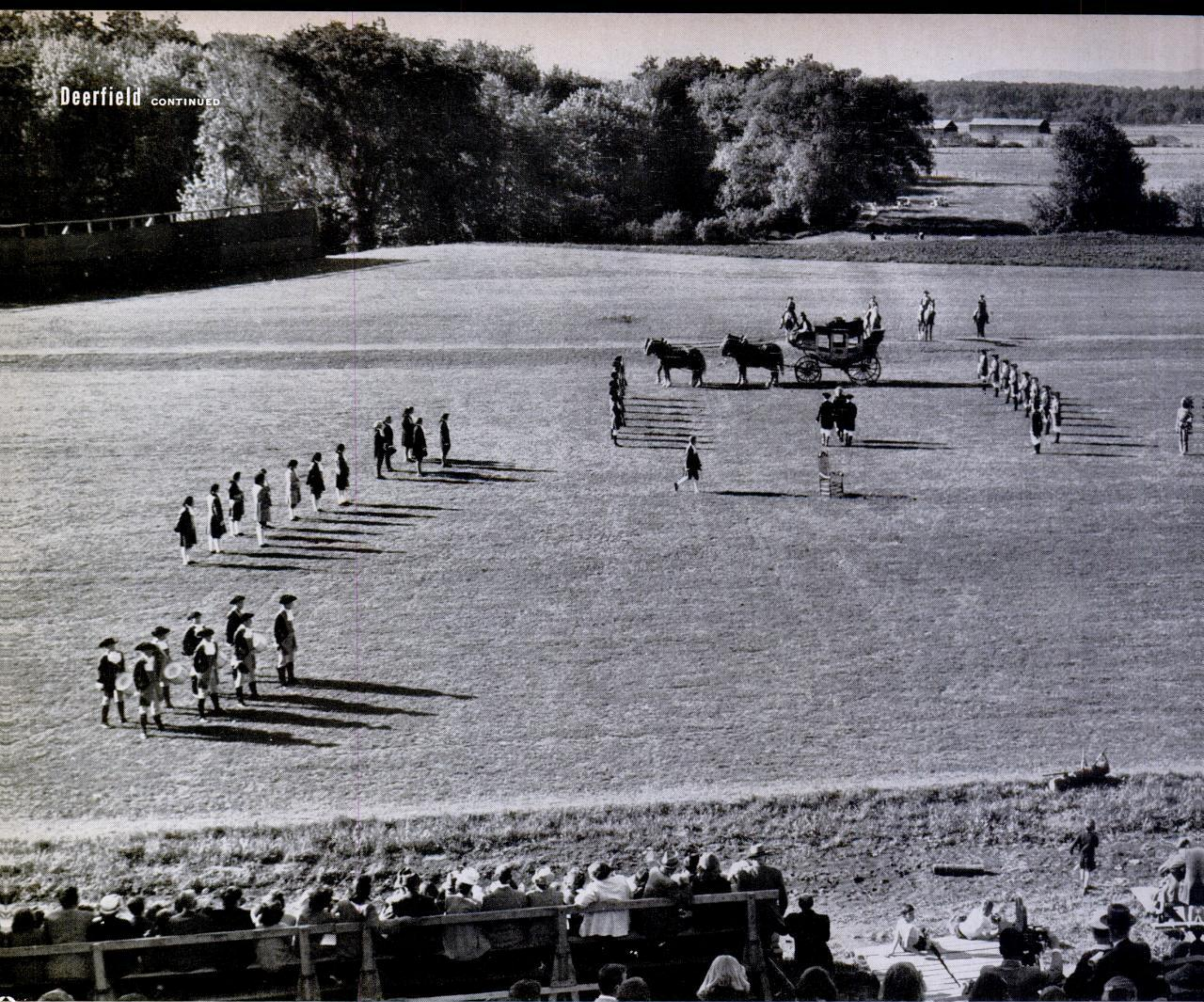
AN OLD SCHOOL CELEBRATES

Students at 150-year-old Deerfield Academy look back 300 years at the bloody history of their town

In the long history of Deerfield, Mass., frontiersmen, farmers, redcoats, colonial ladies and Continental soldiers have walked its elm-lined streets. Twice marauding Indians have set fire to its houses and massacred its inhabitants; twice the survivors have built it up again. A fortnight ago all these heroic characters from Deerfield's past suddenly reappeared in its streets, but most of them looked suspiciously young and some of them were sucking ice-cream sticks (*above*). All were students at Deerfield Academy, dressed up for a big 150th anniversary pageant which told the story of the town from its beginning to the time their school was opened in 1799.

To the 5,000 people who came to Deerfield (pop. 522) the pageant itself was well worth the trip. The day was warm and sunny and from their seats

on a steep grassy bank along one edge of the school's playing field they watched 500 students re-enact historical scenes. They saw the buying from the Indians in 1665 of the very land they were sitting on. Then came episodes from the terrible second Deerfield massacre of 1704 when 47 were killed and 111 dragged off to slavery in Canada by the Indians, and after that the final peace treaty with four hostile tribes (*next page*). But to educators everywhere it was more than a simple anniversary celebration. In the audience were the heads and representatives of some 60 U.S. secondary schools and 40 universities and colleges who had come to the ceremonies to pay their respects to a great headmaster, Frank Learoyd Boyden (*p. 94*) whose efforts over the past 47 years have made Deerfield one of the best boys' private preparatory schools in the U.S.



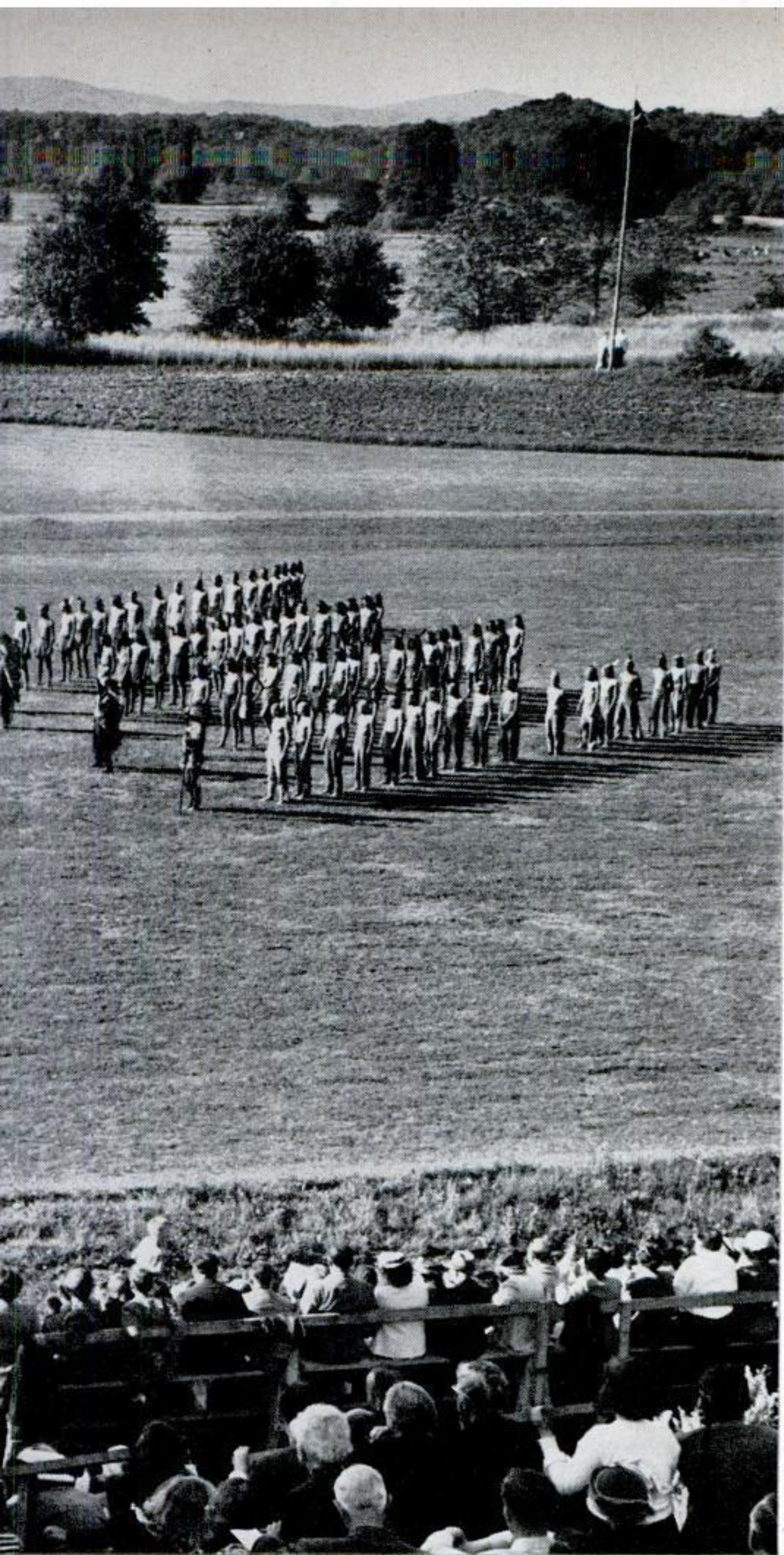
PEACE WITH FOUR HOSTILE INDIAN TRIBES (RIGHT) IS PAGEANT'S CLIMAX. HERE GOVERNOR LEAVES IN COACH AFTER SIGNING TREATY. BEFORE COACH ARE SOLDIERS.



TOWN PASTOR who survived march to Canada after 1704 massacre was John Williams, here played by Deerfield student who stands in front of Williams' own doorway.



YOUNG COUPLE, Joseph and Mary Stebbins, were newlyweds in Deerfield in 1743. Here at the Stebbins' graves are two young actors who played their parts in pageant.



AT LEFT IS A ROW OF TOWNSPEOPLE AND THE FIFE AND DRUM CORPS



BRAVE TEACHER Hannah Beaman protected 10 children from Indians after 1675 raid. This Deerfield boy, dressed as Hannah, stands by her old house.

CONTINUED ON NEXT PAGE



Seems Yellow is her Favorite Flavor—

Sure we know yellow's a color—one of baby's favorite food colors. For it's the sign of a sweetish flavor that's a particular favorite. Take squash and carrots for instance. They're two of the most popular foods you can put on baby's plate. Particularly if they're True-Flavor Gerber's.

Something new in yellow — Gerber's Strained Sweet Potatoes. Chock-full of essential Vitamin A and iron—and the very first, ready-to-serve sweet po-

tatoes specially prepared for babies. Not a single "string" mars their tempting, golden-satin smoothness. All Gerber's Foods — Starting Cereals through Junior Meats — have the Perfected-Texture babies like—doctors approve.

You'll approve the savings! For Gerber's — old hands at making baby foods and nothing else — save you all the work. Save you as much as half the price of home-prepared foods.

FREE CEREALS! Write to Gerber's, Dept. LF5A-9, Fremont, Michigan.

Gerber's
BABY FOODS
Fremont, Mich.



Babies are our business...our only business!

Which do you want?



Ron Wick



Copr. 1949, Cole of California, Inc., Los Angeles 11
*Cole's patented process of elasticizing.

The swirling skirt? The waist-slimming bolero? The bare-shouldered sheath swimsuit... miraculously Matletexed* with Lastex for enticing fit? They all match... made by Cole of California... better choose all three. We'll throw in the young men. It's safe to guarantee they'll be on hand! So try on the Cole sheath at one of the better stores. Crisp cottons... in a variety of exclusive prints. The swimsuit from \$11.95... set of bolero and skirt \$16.95. No mail orders, please; but write, we'll tell you where.

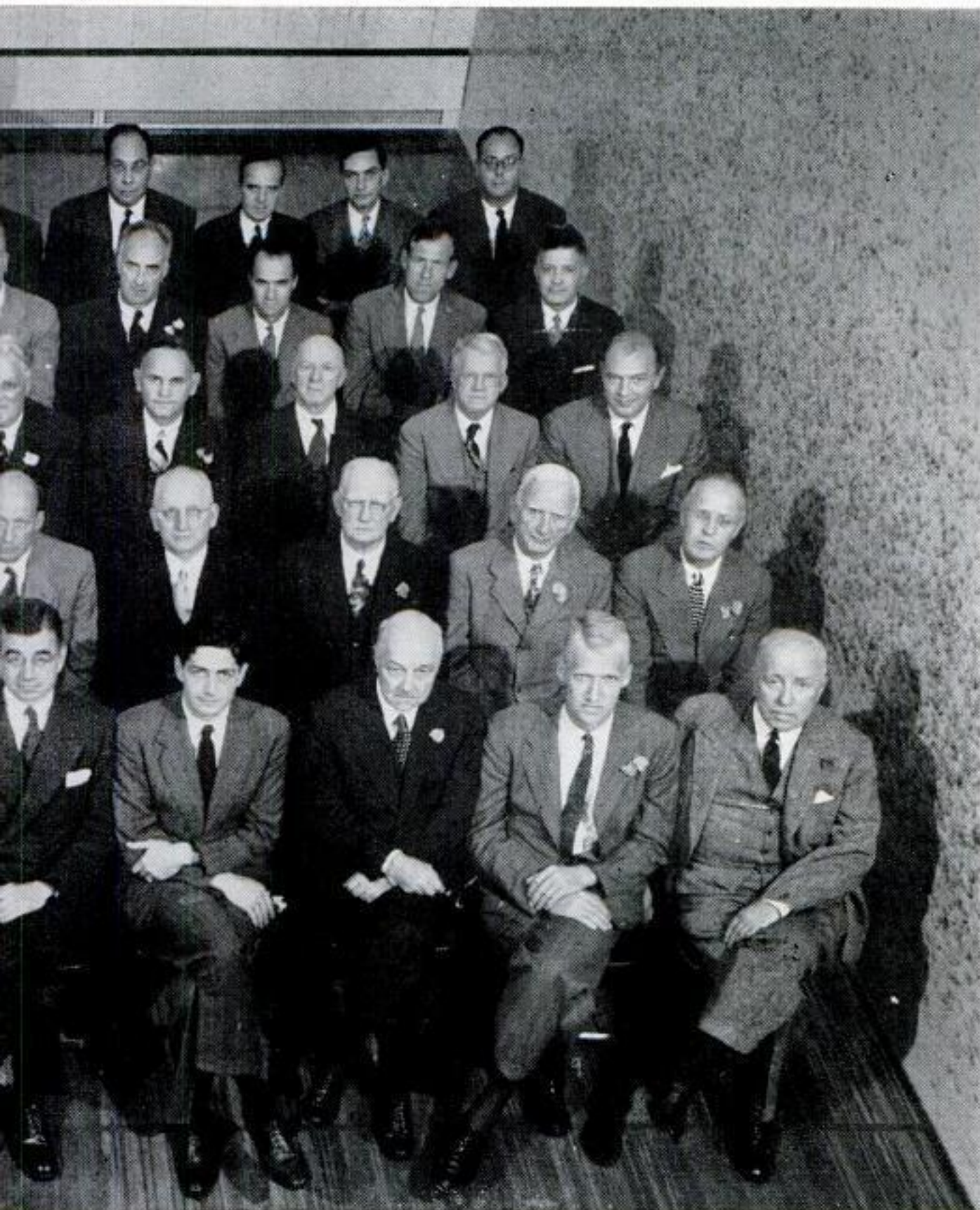
Deerfield CONTINUED



ASSEMBLED HEADMASTERS of 51 schools pose in squash court. They are, left to right, front row: Powers, Boston Public Latin (founded 1635); Parkhill, Collegiate School, N.Y. (1638); Northrop, emeritus, Roxbury Latin (1645); Lovell, Hopkins Grammar School (1660); Jones, Friends School, Del. (1748); Eames, Governor Dummer (1763); Kemper, Phillips Andover (1778); Fuess, emeritus, Phillips Andover; Saltonstall, Phillips Exeter (1781); Perry, emeritus, Phillips Exeter. Second row: Perry, Milton (1798); Boyden, Deerfield (1799); Allen, Hebron (1804); McCormick, emeritus, Albany Academy (1813); Meislahn, Albany Academy; Brewster, Kimball Union (1813); Downey, Boston English High School (1821); Hill, emeritus, Springfield Classical High School (1828); Galbraith, Williston (1841); Tirrell, St. Johnsbury (1842). Third row: Gulick, Proctor (1848); Miller, Gunnery (1850); Kittredge, St. Paul's (1855); Parkman, emeritus, St. Mark's (1865); Barker, Storm King (1867); Batchelder,



ASSEMBLED DEERFIELD STUDENTS gather at a school meeting in Boyden Hall every school night of the year to answer roll call and hear Head-



Loomis (1874); Leavitt, Vermont Academy (1876); Southworth, emeritus, Thayer (1877); McCoy, Boston Girls' Latin (1878); Rubendall, Mount Hermon (1881). Fourth row: Crocker, Groton (1884); Platt, Cambridge School (1886); Tillinghast, Horace Mann (1887); Milliken, Westminster (1888); Cruikshank, Taft (1890); Van Santvoord, Hotchkiss (1892); Eccles, St. George's (1896); St. John, Choate (1895); Terry, Middlesex (1901); Fessenden, Fessenden (1903). Fifth row: Chalmers, Kent (1906); de Windt, Berkshire (1907); Hackett, Riverdale Country School (1907); Welles, New Canaan Country School (1916); Schereschewsky, emeritus, Bedford-Rippowam (1917); Morgan, Clark (1919); Guernsey, Tower Hill (1919); Hodgman, Beaver Country Day (1921); Chase, Eaglebrook (1921); Mann, Buckley Country Day (1923). Last row: Flinner, Northwood (1925); Webster, Greenwich Country Day (1926); Bradley, Pebble Hill (1927); R. Boyden, emeritus, Pebble Hill, and Pulling, Millbrook (1931).



master Boyden (standing, in white suit) make announcements. Often at these meetings Boyden gives short talks, tells stories, gets the students to sing songs.

CONTINUED ON NEXT PAGE

I Wear False Teeth
yet my mouth feels
fresh, clean and cool
No "DENTURE BREATH" for me*



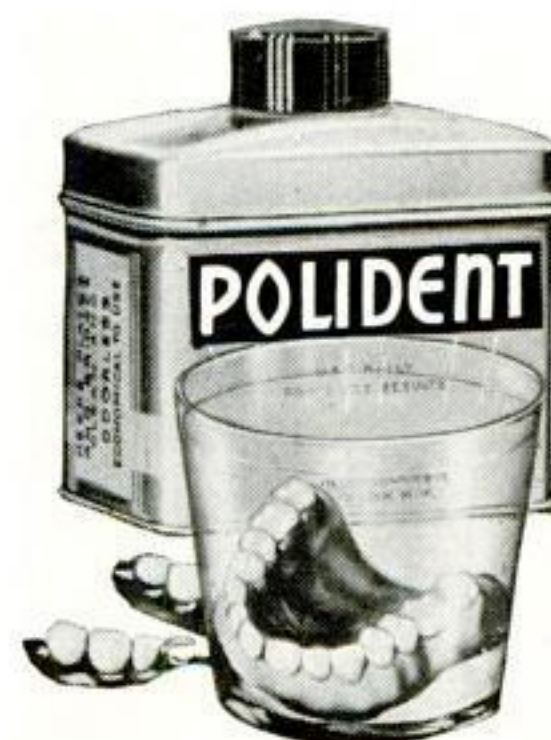
***"A Polident bath always leaves my plates clean and fresh tasting. I never worry about Denture Breath. It's wonderful!"**

Mr. J. G. W., Kohoka, Mo.

WHEN plates taste bad—feel hot and heavy in your mouth, watch out for "Denture Breath", the oral disturbance that comes from improper cleansing. False teeth need the care of a special denture cleanser—POLIDENT. Safe, easy, quick, Polident leaves your plates feeling clean, cool and fresh. No fear of offensive "Denture Breath".

And remember, Polident keeps your false teeth more natural looking—free from offensive odor, too. For a smile that sparkles, for a mouth that feels cool, clean and fresh—soak your plates in Polident every day.

Polident comes in two sizes—regular and large economy size—available at all drug-stores. It costs only about a cent a day to use, so get a can of Polident tomorrow, sure.



NO BRUSHING

Soak plate or bridge daily—fifteen minutes or more—in a fresh, cleansing solution of Polident and water.

POLIDENT

RECOMMENDED BY MORE DENTISTS THAN ANY OTHER DENTURE CLEANSER



Amazing New Cream Holds Tighter, Longer than anything you've ever tried or double your money back

POLI-GRIP

Made and guaranteed by POLIDENT

GAY YOUNG THING:

Oh good! Hot dogs
and mustard!

WORLDLY-WISE ONE:

You mean hot dogs
and good mustard!



EXCITING MUSTARD DISCOVERY~
Best Foods Mustard with Horseradish

If you like fine mustard, this is for you!
A tangy, tasty mustard—plus a
tantalizing dash of horseradish—blended
with all the skill and finesse you'd expect of
Best Foods! Whenever the recipe calls for
mustard, you'll do *better* with Best Foods
Mustard-with-Horseradish. Get a jar—today!

**MADE BY THE MAKERS OF HELLMANN'S
AND BEST FOODS REAL MAYONNAISE**



Here's Father's Day Flattery
(JUNE 19th)

Match-Mates
by Rumm

MATCHING Leathers. Colors. Smartness

Illustrated; California Saddle Leather

Just the gift to show Dad he rates "tops"
with you! Give him Rumm's Match-Mates,
a round-the-clock set of perfectly
matched personal leatherware . . .

Wallet, Letter Case and Key Case,
in rich matching leathers. Illustrated:

Wafer-thin "Streamliner" Wallet,

lock-seal constructed,

with removable pass

case, \$6.50*.

Letter

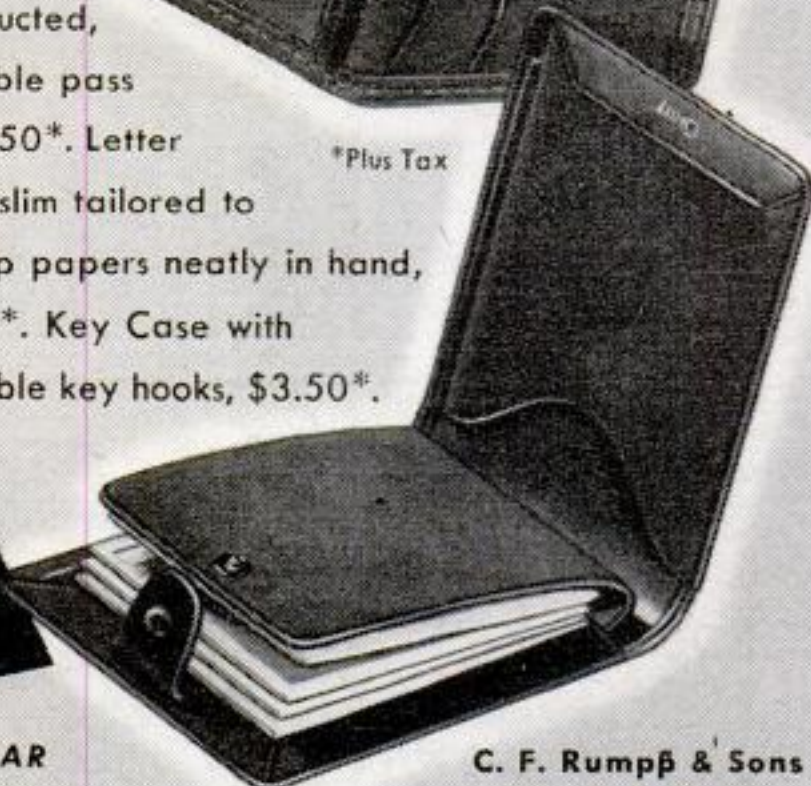
Case, slim tailored to

keep papers neatly in hand,

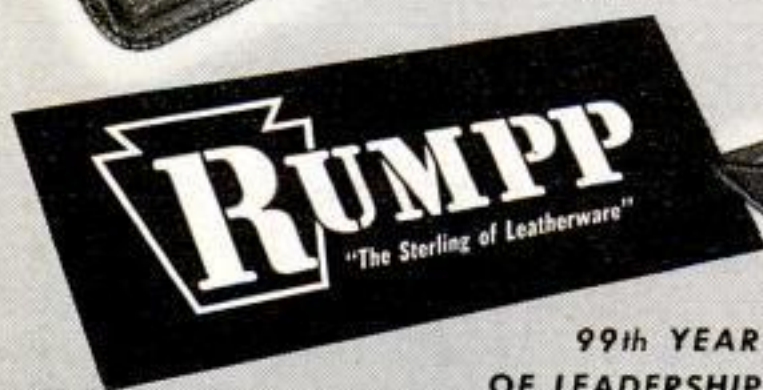
\$10.00*.

Key Case with

detachable key hooks, \$3.50*.



*Plus Tax



99th YEAR
OF LEADERSHIP

C. F. Rumm & Sons
Phila. 6, Pa.



HEADMASTER FRANK BOYDEN SITS IN HIS SURREY WITH FRINGE ON TOP

FRANK BOYDEN OF DEERFIELD

Although Deerfield Academy was opened in 1799, the school as it is known today dates back only 47 years to the time its present headmaster, Frank Boyden, took over. He came to Deerfield in 1902, a small wiry Yankee just out of Amherst, and found a dilapidated establishment of one building and only 14 boys. Today Deerfield has 34 buildings, 483 boys and ranks among the 10 top preparatory schools. This success story is the result of endless hard work, always with a personal touch. Boyden hates public speaking and would rather scurry around and see people one at a time. This is particularly evident in his relations with his boys. His only office is a desk in the entrance of the main building, where every boy must pass it at least once a day. At 69, he coaches the school's baseball, basketball and football teams himself. He likes to drive a horse and sleigh in winter, a trim surrey (*above*) in summertime.



BEFORE THE PAGEANT Mr. and Mrs. Boyden stand together on rostrum. She has taught at Deerfield for 24 years. Man at left is county sheriff.



HAPPY Dads are here again

And you'll make your Dad the happiest with SWANK's deftly designed, handsomely crafted Aristogram jewelry. Personalized too, with his own initials—a constant reminder of your thoughtfulness.

LINKS: with exclusive Elbo* bend hold cuffs in faultless alignment \$3.50

TIE KLIP: keeps tie neatly in place \$2.50 **TIE CHAIN:** (shown on tie) \$2.50

KEY CHAIN: with two exclusive SWANK features—the Anchor end and Quic-Key Ring \$3.50 Prices subject to Federal Tax

REMEMBER FATHER'S DAY—JUNE 19TH



CHAMPION
Men's 6 to 13; Boys' 2½ to 6; Women's 2½ to 10; Girls' 12½ to 3; Child's 5 to 12

MARDI GRAS
Girls' 12½ to 3
Children's 6 to 12

PLAYMATE
Girls' 12½ to 3
Children's 6 to 12

CAGER
Men's 6 to 14
Boys' 2½ to 6

LOOP TIE
Men's 5 to 13

BAREFOOT
Men's 5 to 13

u.s. Keds®
The Shoe of Champions
They Wash!

KEDS ARCH-natural support

- Scientific lasts—free toe action • Slant-cut, non-binding tops
- Smooth inside construction • Balanced for wear • Traction soles for safety

(Keds Arch available in many styles)



See Keds on "Lucky Pup"—Television—
CBS Friday Evenings



UNITED STATES RUBBER COMPANY • Serving Through Science
Rockefeller Center, New York



BOLDLY STRIPED T-shirts top these two college girls' shorts. That on the girl at left (Shepherd Knitwear, \$2.98) copies a male tennis sweater; handkerchief is for looks, not sore throat. Other girl wears a cardigan ensemble (Shepherd, \$5.95).

Tops for Shorts

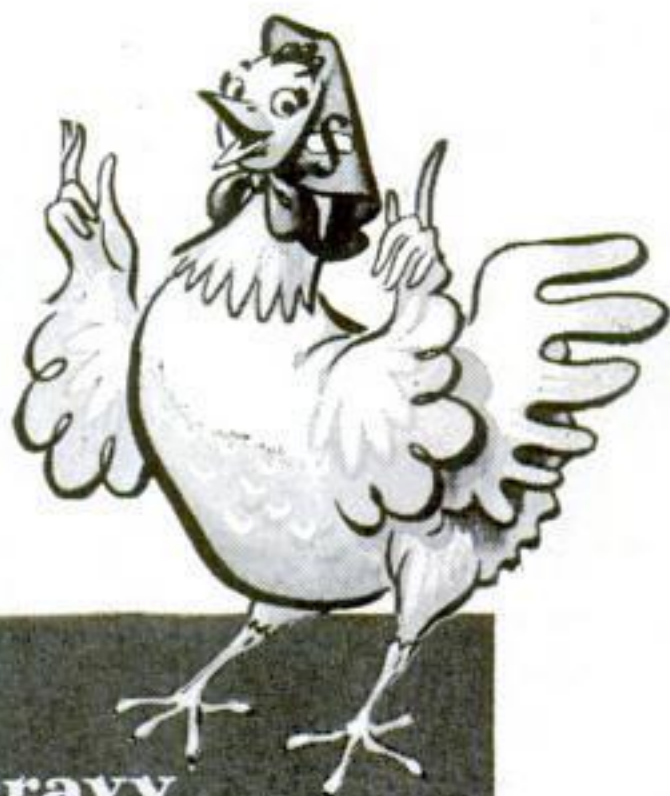
Variety above offsets uniformity below

The most popular item of sportswear for young women this year is something designed originally for boys: brief, tough-fabric shorts. Some have cuffs and some none, some zip at the side, some at the back or front. But whether they are mass-produced to retail at \$2.95 or custom-tailored at \$29.50, they all look about the same. Variety this summer begins above the waist.

For shorts are being topped off with last year's enormously popular T-shirts (LIFE, June 7, 1948) fringed or with matching cardigans and in a variety of bright geometric stripes (*above*). Other tops are patterned on mannish waistcoats, and one bare-midriff design stems from a sailor's middy (*cover*). But there is one thing every shorts outfit must have: a handsome pair of legs.

SWANSON

the best
Chicken Fricassee
You ever tasted!



real butter gravy
wonderful
wonderful
wonderful



EQUALS

1/3 OF A
NY. DRESSED CHICKEN



C. A. SWANSON & SONS . . . OMAHA, NEBRASKA

CHICKEN★TURKEY

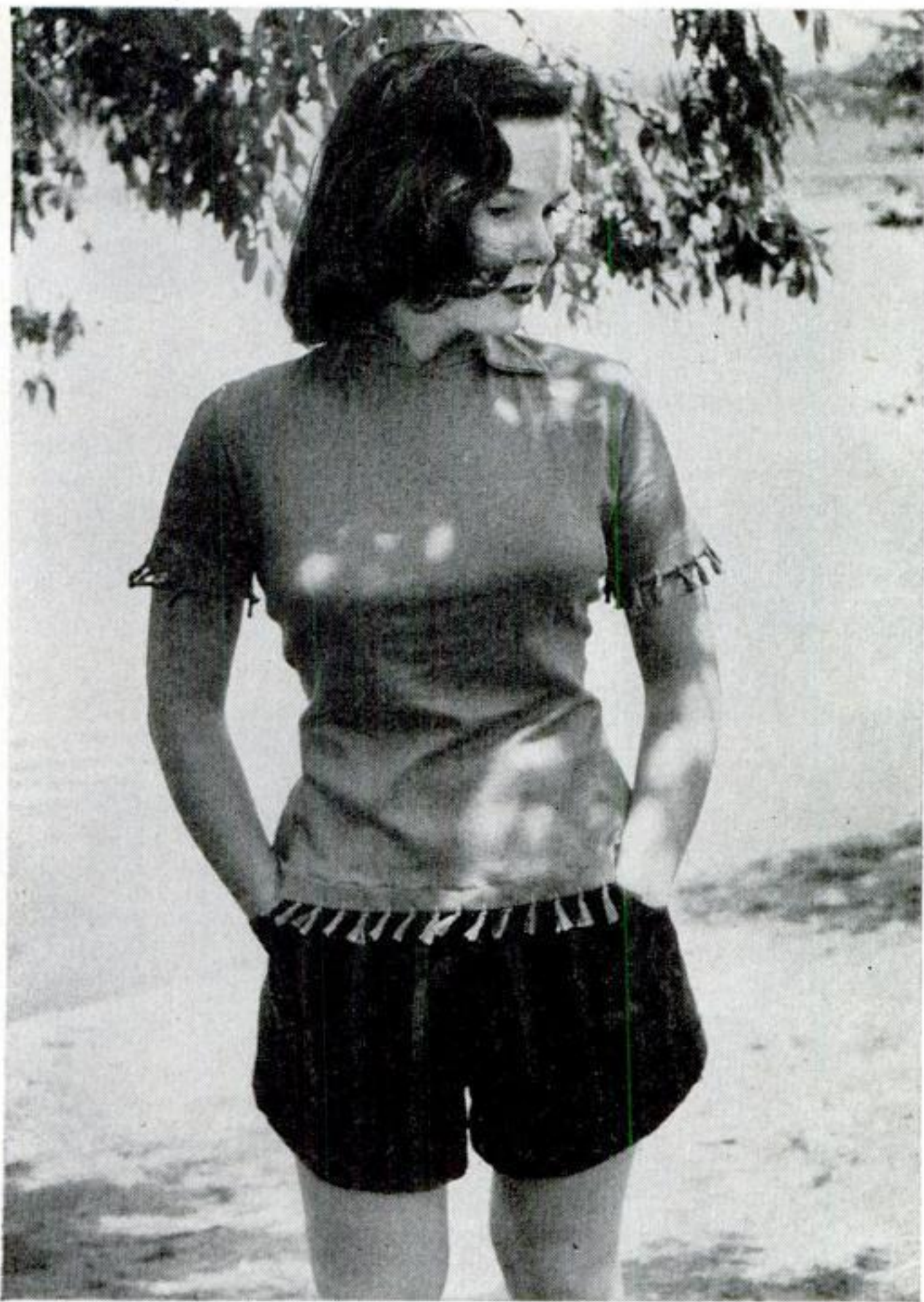
TOPS FOR SHORTS CONTINUED



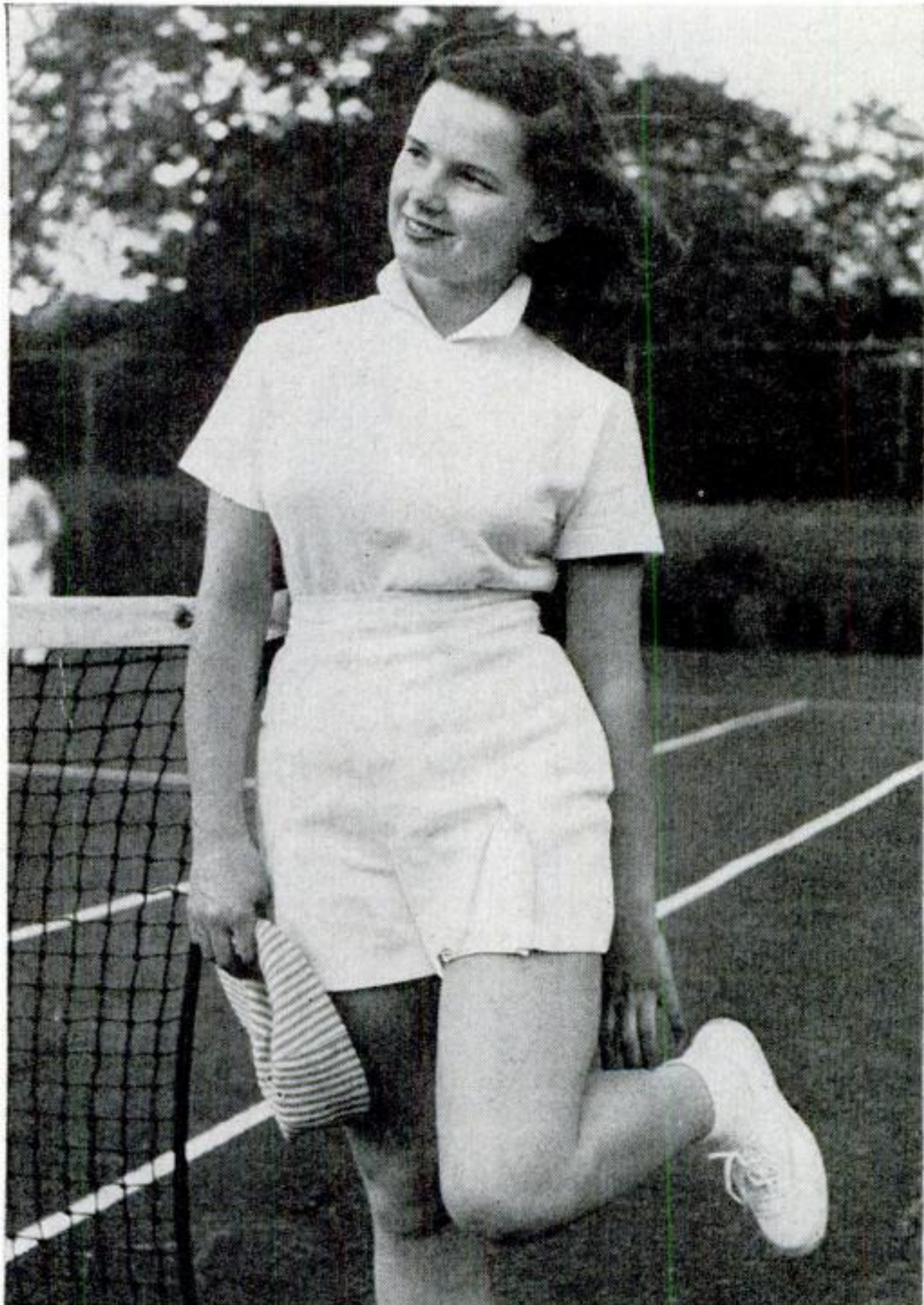
DENIM is used for short-sleeved jacket, shorts, crew cap, and bag (about \$16 in all) from White Stag, which reports its denim sales up this year 500%.



SOFT DRESSY BLOUSE of cotton foulard contrasts with season's masculine trend. It has outside, fold-over cuffs and brief tails worn outside shorts.



NEWEST T-SHIRT VARIATION copies Schiaparelli sweater. Fringe decorates hem and sleeves. Fringe is for the Pocahontas look (Coral Inc., \$4.50).



TENNIS OUTFIT by Jantzen combines club-collared T-shirt with white gabardine shorts, which have elastic back for playing ease. Total price: \$8.90.

CONTINUED ON NEXT PAGE

Trailer Living

Well appointed, completely furnished homes-on-wheels have attracted a million Americans to a new and simpler mode of living



Every day more families find trailer coach living the happy low cost answer to their needs for comfort, convenience and smartness in a home.

In the fine trailer coaches built to the exacting standards of T.C.M.A., you can enjoy the privacy of separate rooms styled by professional decorators. Their sparkling modern kitchens are equipped with the latest work-saving appliances.

Engineered heating and insulation keep you comfortable all year 'round. Even the newest shower and toilet facilities are available. And wherever you travel on vacation—or in moving to a new community—you take your home-on-wheels with you.

A growing network of inviting trailer parks is ready to make you "at home". Many parks inspected and approved by T.C.M.A. are architect-planned with tennis courts, swimming pools and beaches.

MODERN TRAILER PARKS MAKE GOOD MONEY

Thousands of business men are finding them excellent new profit opportunities. T.C.M.A. will give you valuable guidance in starting or improving a trailer park. Even to free architect's plans and the advice of other experts.

SEND ME FREE INFORMATION

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☐ 72-page book describing America's finest trailer coaches.

☐ Booklet, "Planning a Profitable Trailer Park", with diagrams, plans, etc.

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City _____ State _____



Trailer Coach Manufacturers Assn.

THE LEADING MANUFACTURERS OF THE INDUSTRY:

SILVER DOME • SPARTAN AIRCRAFT • SPORTSMAN-COLONIAL • STEWART • STREAMLITE • SUPERIOR • SUPREME TERRA CRUISER • TINI HOME • TRANSCONTINENTAL • TRAVELITE • TRAVELMASTER • TRAVELO • TROTWOOD UNIVERSAL • VAGABOND • VINDALE • WALCO • WHITLEY • ZIMMER • ALL STATES • AMERICAN • CASTLE • COLUMBIA CONTINENTAL • DUO • ELCAR • EMPIRE • GENERAL • GLIDER • HOWARD • INDIAN • INGLIS-SCHULT • IRONWOOD KIT • KOZY COACH • LA SALLE • LIBERTY • LIGHTHOUSE • LUXOR • MAIN-LINE • MAJESTIC • MODERN • NATIONAL OVERLAND • PACEMAKER • PALACE • PAN AMERICAN • PEERLESS • PLATT • PRAIRIE SCHOONER • RICHARDSON ROYCRRAFT • SCHULT

The ONLY sure POSITIVE MOTHPROOF

method used for years
by big mills — Now sold
for home use!



You can be ABSOLUTELY SURE moths will never eat your woolen clothes if you just spray them for a few minutes with LARVEX. One easy spraying with magic LARVEX mothproofs woolens for a whole year.

LARVEX is the ONLY SURE mothproofing method used for years by big woolen mills and now sold for home use. LARVEX actually mothproofs the cloth itself. Moths will commit suicide by starvation rather than eat anything treated with LARVEX. Non-inflammable. Stainless. Odorless—no moth ball, camphor or cedar odors. Just spray garments with LARVEX and hang them in their usual place ready for immediate wear. And spray your rugs and sofas, too.

Inexpensive! It costs no more to make a suit or coat mothproof with LARVEX than it does to get it dry cleaned. Only 79¢ a pint. \$1.19 a quart.

So Easy! A few minutes' spraying with LARVEX mothproofs for a whole year.

..... ALL DRUG, DEPARTMENT
AND HOUSEFURNISHINGS STORES

LARVEX

The Largest Selling Mothproof



WAISTCOAT of white waffle piqué, from Cabana, Inc. and costing \$7.95, trimly combines with corduroy shorts, can also be worn in town with skirts.



The Perfect Gift for DAD...
The Perfect Leisure Shoe!

Give Dad the secret to loafin' in luxury — Winthrop In-n-Outers with cushion-cork platform and crepe or leather sole.

See your Winthrop dealer for gift package.

WINTHROP SHOE COMPANY
DIV. INTERNATIONAL SHOE COMPANY • ST. LOUIS

COMPARE VENUS

THE NEW \$3.50

*Hooded
Pen*

WITH ANY OTHER PEN
AT ANY PRICE!

ONLY
\$3.50
No Tax

Quick Dry!

NO BLOTTER NEEDED
Uses quick-drying ink (writes dry) or regular ink. Exclusively designed.

Instant Starting!

Patented ink control under hood, keeps the 14 Karat gold point moist—for instant touch and flow!

VENUS

Guaranteed by American Pencil Co.
—makers of famous Venus Pencils.



Served at
"DUKE FARM", SOUTHAMPTON, L.I.
THE SUMMER ESTATE OF
Mr. and Mrs.
Angier Biddle Duke

YOU HEAR IT EVERYWHERE...

**"finest beer served
...anywhere!"**

Your Taste will tell you why!



Internationally
Famous

Pabst
Blue Ribbon

TUNE IN the Eddie Cantor show every Friday night over N B C • Copr. 1949, Pabst Brewing Company, Milwaukee, Wisconsin

Van Heusen . . . *or else!*

© REGISTERED TRADE MARK

The smartest stripes in town, plus the smartest new collar models, make a smart gift for Dad. Model shown: Wide-spread Van Britt. \$3.95. Others \$3.65 to \$4.95

Wonderfully comfortable Van Heusen pajamas, loose in the right places, with Flexibelt elastic waistband. \$3.95 and \$4.95



Van Heusen sport shirts come in handsome summer colors and patterns with improved two-way California Lo-No collar. Best of all—they're completely washable! Short or long sleeves, \$2.95 and up.

Brand new, exciting patterns in Van Heusen ties. They're the kind he'd choose for himself. \$1. to \$2.50



Father's Day
is June 19th

I want...

Van Heusen
shirts

ties
pajamas
sport shirts

Famous Van Heusen "Four Hundred" shirt with
patented one-piece collar. A new shirt free
if your Van Heusen shrinks out of size.
Snowy broadcloth with french cuffs, \$4.95
Other whites, \$2.95 and up.



New! Solid color shirts in eleven
smart colors, in broadcloths,
oxfords and cool "Air Weave"
fabrics, just right for
now. \$3.65 to \$5.95



Now! Van Heusen
Comfort Contour Collar Styling

on every Van Heusen shirt . . . in every collar model.
Low-setting, smarter, neater—its low slope
gives you a more youthful appearance!

Phillips-Jones Corp., New York 1, N. Y. Makers of Van Heusen Shirts • Ties • Pajamas • Collars • Sport Shirts





It's still the thing to do...

It's still the thing, as in 1847, for the neighbors to pay you a formal call as soon as you are settled.

And as your great-grandmother before, you'll be all a-flutter...plumping a cushion, flicking off a speck of dust, giving a last rub to your silverware, your most cherished possession...

It's still the thing to own...

Because of its matchless beauty, 1847 Rogers Bros. is still the treasured silver of brides all over America...

This silverplate with the yearmark "1847" has a perfection of detail and finish; and extra height and depth of ornament usually found only in solid silver.

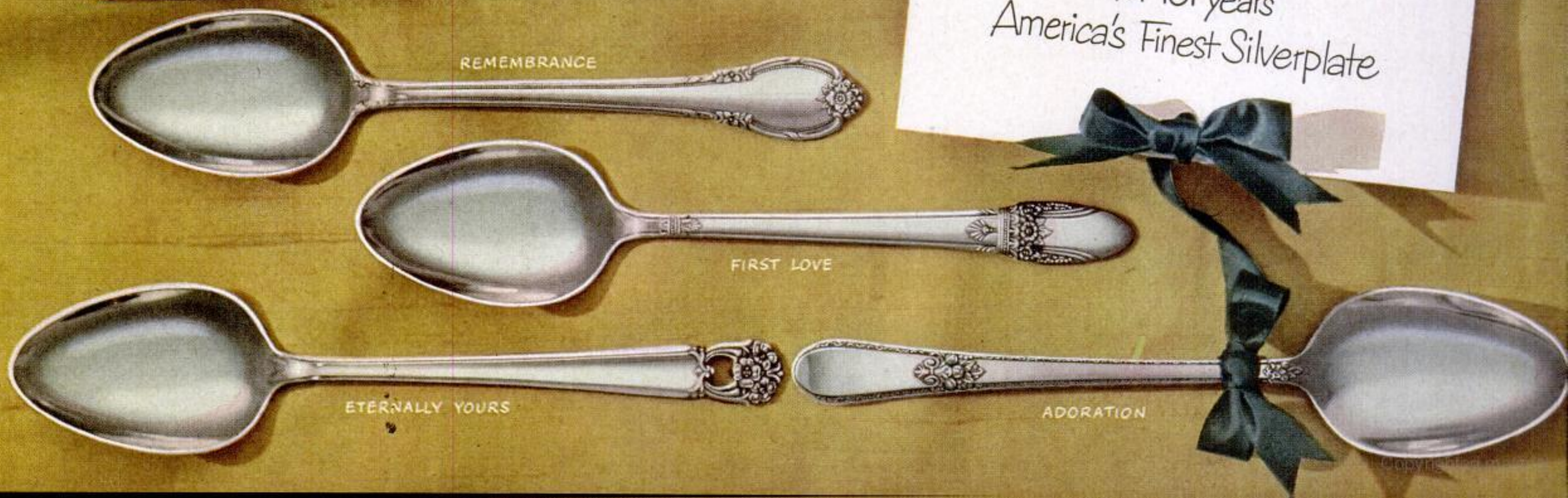
52-piece service for eight, \$64.75, with chest. No Federal tax. Same price as in 1945!

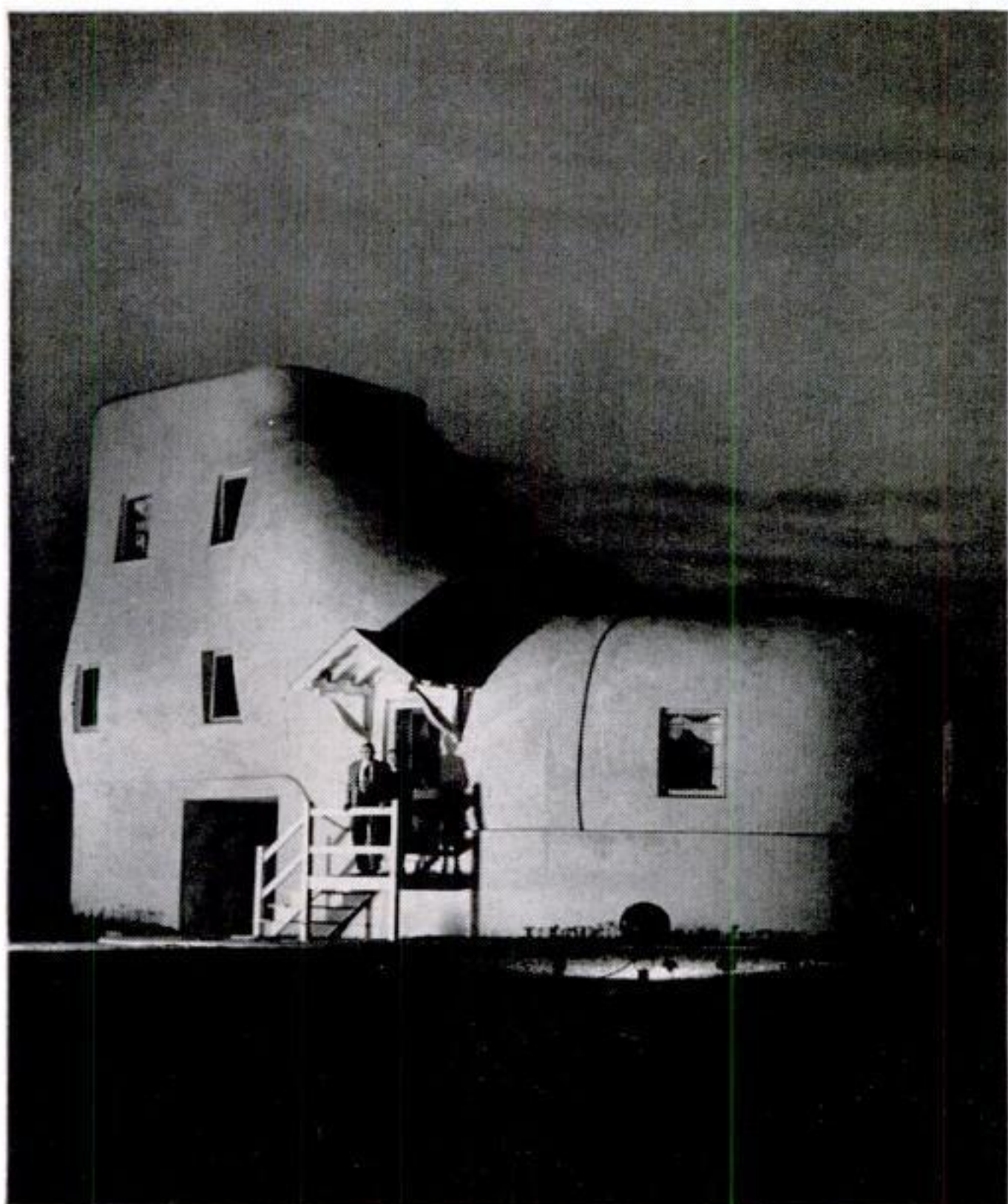


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TUNE IN: "THE ADVENTURES OF OZZIE AND HARRIET," SUNDAY, 6:30 P.M., E.S.T., CBS.

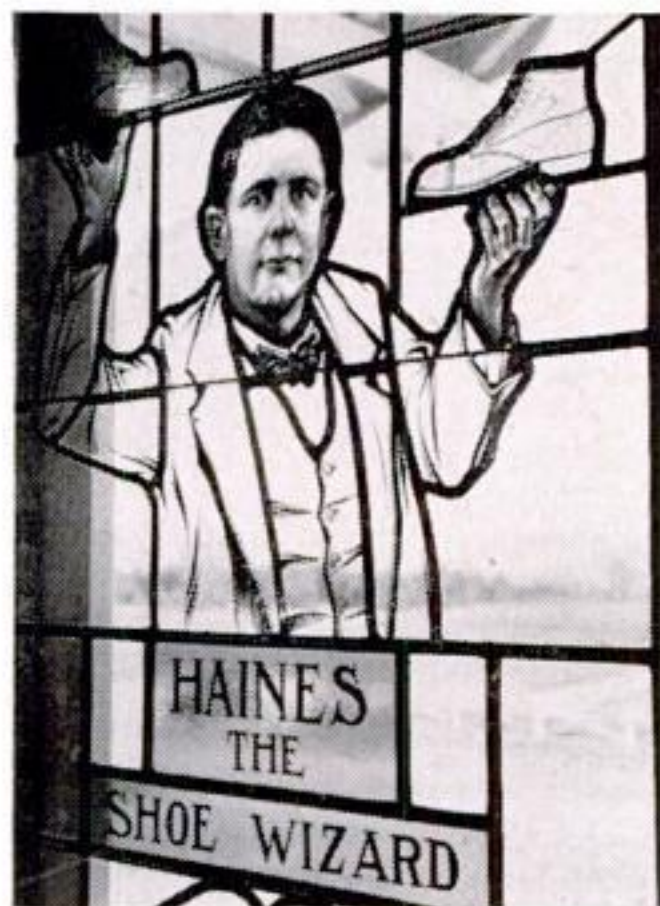
1847 ROGERS BROS.
for 101 years
America's Finest Silverplate





SHOE HOUSE IS FLOODLIGHTED AT NIGHT SO NO ONE WILL MISS IT

"SHOE WIZARD'S" HOUSE



HAINES IN LEADED GLASS

Mahlon N. Haines of York, Pa. is an eccentric 74-year-old who has made a fortune by selling shoes and publicizing himself as "Haines, the Shoe Wizard." As goodhearted as he is exhibitionistic, Haines recently built a house near York in the shape of the kind of shoe he himself wears, with a window portrait of himself (left). He turns the house over to various old couples for a week at a time, during which Haines foots all the bills. A hostess lives in the shoe's upper, the guests occupying the ground floor from toe (living room) to heel (furnace room). Next year Haines intends to invite honeymooners.



WIZARD'S CAR leaves no doubt as to who is owner. Here he is driving a couple, the John Baums, to the shoe house. The wizard also likes to roller-skate.

BESTFORM

*no finer fit
at any price*

**to give you a
smooth figure...**

- Bestform's whisper-light all-nylon girdle. Side Talon zipper, wonderful nylon elastic panels for sleek lines. Style 5462—14" sizes 25-32. Style 5692—16" sizes 26-34. Nude, white, blue, black, \$5.95
- Matching nylon bra \$1.50

COMFORTABLY COOL IN WARM WEATHER

**STAINLESS STEEL
KOMFIT®**
by Forstner

Look for this trade mark

FORSTNER CHAIN CORPORATION • IRVINGTON 11, NEW JERSEY

When the temperature rises, Komfit remains cool and comfortable. Flexible, thin as a dime, it adjusts to wrist size.

KOMFIT Watch Bands are available in:

- Stainless Steel, \$6.00 Fed. tax exempt
- 1/20-12 Kt. Gold Filled, \$12.00 Fed. tax incl.
- 1/10-14 Kt. Gold Filled, \$18.00 Fed. tax incl.

All models are Stainless Steel lined

Others in 10 Kt. Gold, Stainless Steel lined, and all 14 Kt. Gold

At better stores everywhere



UNABLE TO TURN HER HEAD OR TO RAISE IT MORE THAN THREE INCHES FROM HER PILLOW, PATIENT WITH FROZEN SPINE ROLLS EYES IN ATTEMPT TO LOOK AROUND



ARTHRITIC HAND is examined by doctor in Faulkner Clinic in New York City's Presbyterian Hospital. The doctor gently presses swollen fingers to test for tenderness.



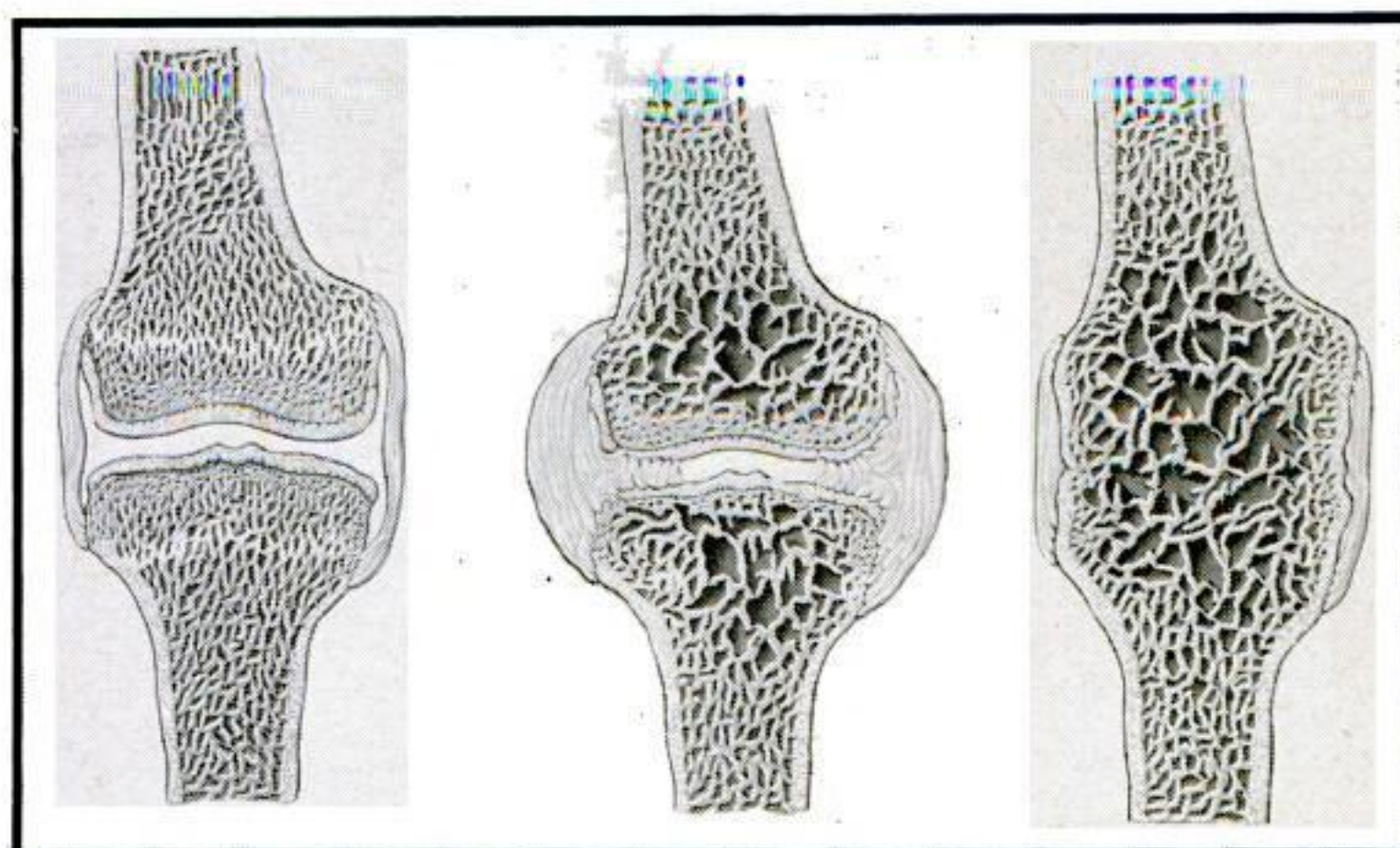
TIME HANGS HEAVY for hospitalized arthritic patients. The woman in foreground reads prayer book. Some ask doctors when they will be cured, others when they will die.



HER. WOODEN CLAW IN HER CROSSED HANDS HELPS HER TO REACH FOR THINGS



SWOLLEN LEGS have to be propped up by a pillow because they are so rigidly bent that they cannot be straightened. Patient uses magnifying glass in her hand for reading.



PROGRESS OF ARTHRITIS is marked by breakdown of cartilage which protects a normal joint (*left*). In early stage soft tissue swells and grows over cartilage, causing it to deteriorate (*center*). In advanced stage (*right*) joint becomes permanently fused.

ARTHRITIS

MAYO CLINIC FINDS A TREATMENT FOR MAN'S MOST CRIPPLING DISEASE

A month ago the Mayo Clinic announced a discovery which the medical profession believes may be the most important since penicillin: the first really promising treatment of man's most crippling disease, rheumatoid arthritis. On these pages LIFE presents Alfred Eisenstaedt's photographs of this devastating disease and first published pictures of dramatic improvements effected by the new treatment.

Seventeen years ago the gaunt and crippled old woman shown in the touching photograph at left came to her doctor complaining of a swollen and aching elbow. He told her that she had arthritis. As the months went by other joints began to swell and stiffen and she suffered excruciating backaches. Within a few years her spine had become as rigid as a poker, leaving her bedridden and helpless, incapable either of feeding herself or of caring for her other needs. With her world reduced to the small area covered by the sweep of her restless eyes, she spends her days hopelessly staring up at the ceiling of her room.

Of all the diseases which afflict human beings, arthritis is the most crippling, both to body and spirit. It is also among the most widespread, affecting more people than tuberculosis, polio and cancer combined. In the U.S. alone it afflicts between seven and eight million persons, of whom approximately 147,000 each year become invalids. One of man's oldest diseases (arthritic growths have been found on the bones of prehistoric men), it is also the most enigmatic.

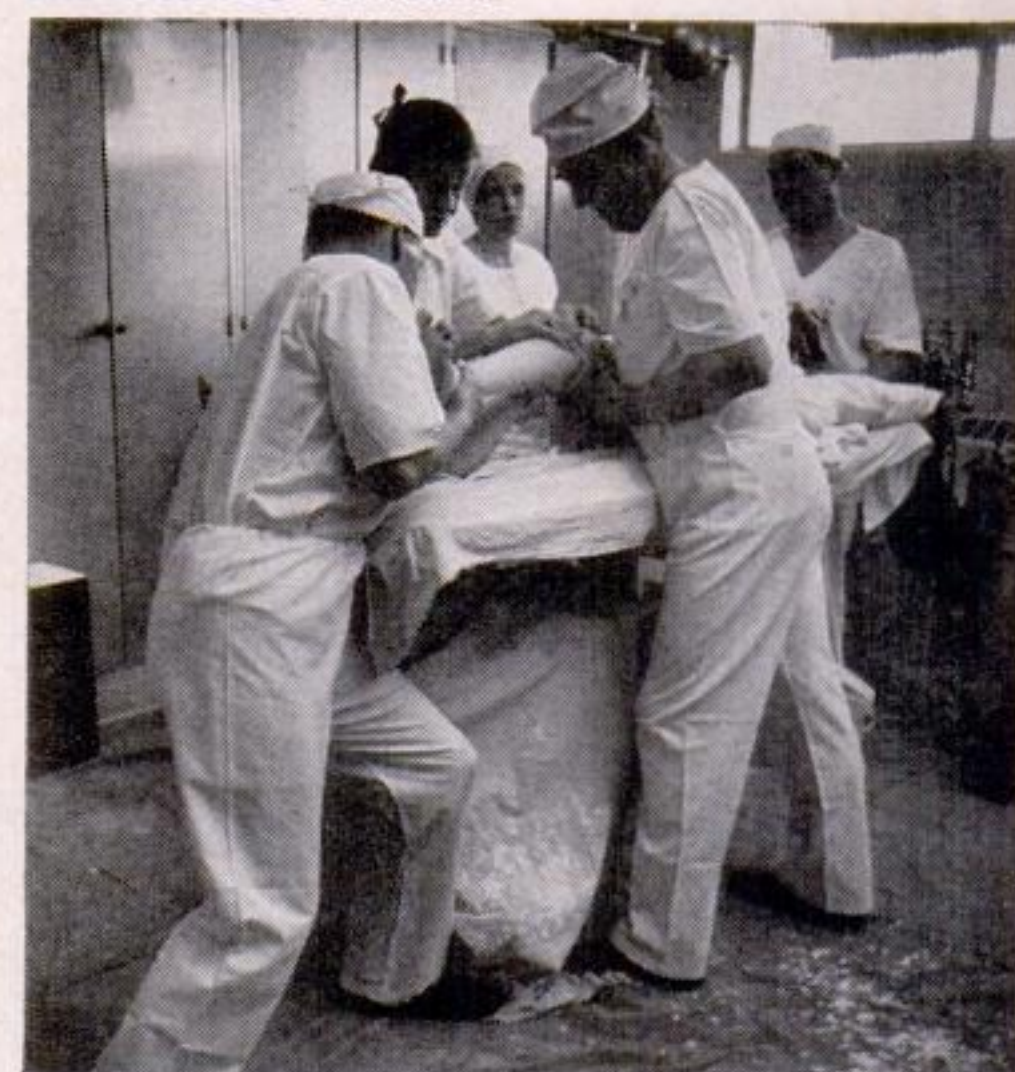
Arthritis is only one of a group of painful ailments involving the joints, muscles and tendons, which are loosely lumped together under the heading of rheumatic diseases—or rheumatism, in layman's language. Included in this family are bursitis, rheumatic fever and fibrositis. Arthritis always involves the joints, but it may or may not affect other tissues of the body. There are at least 10 known forms of the disease which vary in their degree of seriousness. The most common, and least serious, is osteoarthritis, which generally affects older persons and is considered to be a result of wear and tear on the joints. Osteoarthritis seldom cripples completely, though it may cause a stiff neck or creaking knees.

But the most pernicious of all arthritic ailments and the most difficult to treat is the type called rheumatoid arthritis. Completely unpredictable, it may attack the young as well as the old. It may come on gradually or strike suddenly. It may drag on for years or disappear as mysteriously as it began. If rheumatoid arthritis reaches an advanced stage the joints swell up to twice their normal size, the cartilage between the bones is destroyed and the joints fuse and become rigid (*above*). The flesh, too, is sometimes affected and the muscles of the arms and legs atrophy. As it progresses, the disease moves from limb to limb, leaving behind it a wake of twisted fingers, frozen joints and poker-stiff spines. These are the terrible symptoms of advanced rheumatoid arthritis, easily recognized and all too familiar. But familiar as the symptoms are, their cause remains a mystery. Even today no one really knows what the disease is and until recently no one had even an inkling of how it might be permanently cured.



EMACIATED ARM DIPPED INTO TANK GETS A COATING OF HOT PARAFFIN WHICH TEMPORARILY EASES PAIN

ARTHRITIS CONTINUED



DOCTORS USE FORCE TO STRAIGHTEN A BENT LEG

TREATMENTS ARE

In their long and desperate search for a sure cure for arthritis doctors have tried medicines ranging from bee venom to vitamins—generally with no success whatever. At the same time they have tried to bring some temporary relief to their patients. Hot paraffin (*left*) is a common treatment for painful, swollen joints. Hot-water baths (*below*), used centuries ago to soothe the aches of arthritic Roman senators, are still a standard treatment. Manipulation to loosen joints, which is often so painful that it must be done under anesthetic, sometimes helps straighten bent limbs. Electrotherapy is supposed to relieve stiffness by stimulating the muscles, while



IN HOT-WATER BATHS in Hot Springs, Ark., a well-known spa for arthritics, five Negroes relax and doze. Most patients feel that the baths are a lot of fun whether they

do any good or not. Hot Springs has so many bathhouses that a section of the city's main street is referred to as Bathhouse Row. Negroes have their own communal baths.



ELECTRICITY MAKES PATIENT'S HAIR STAND ON END

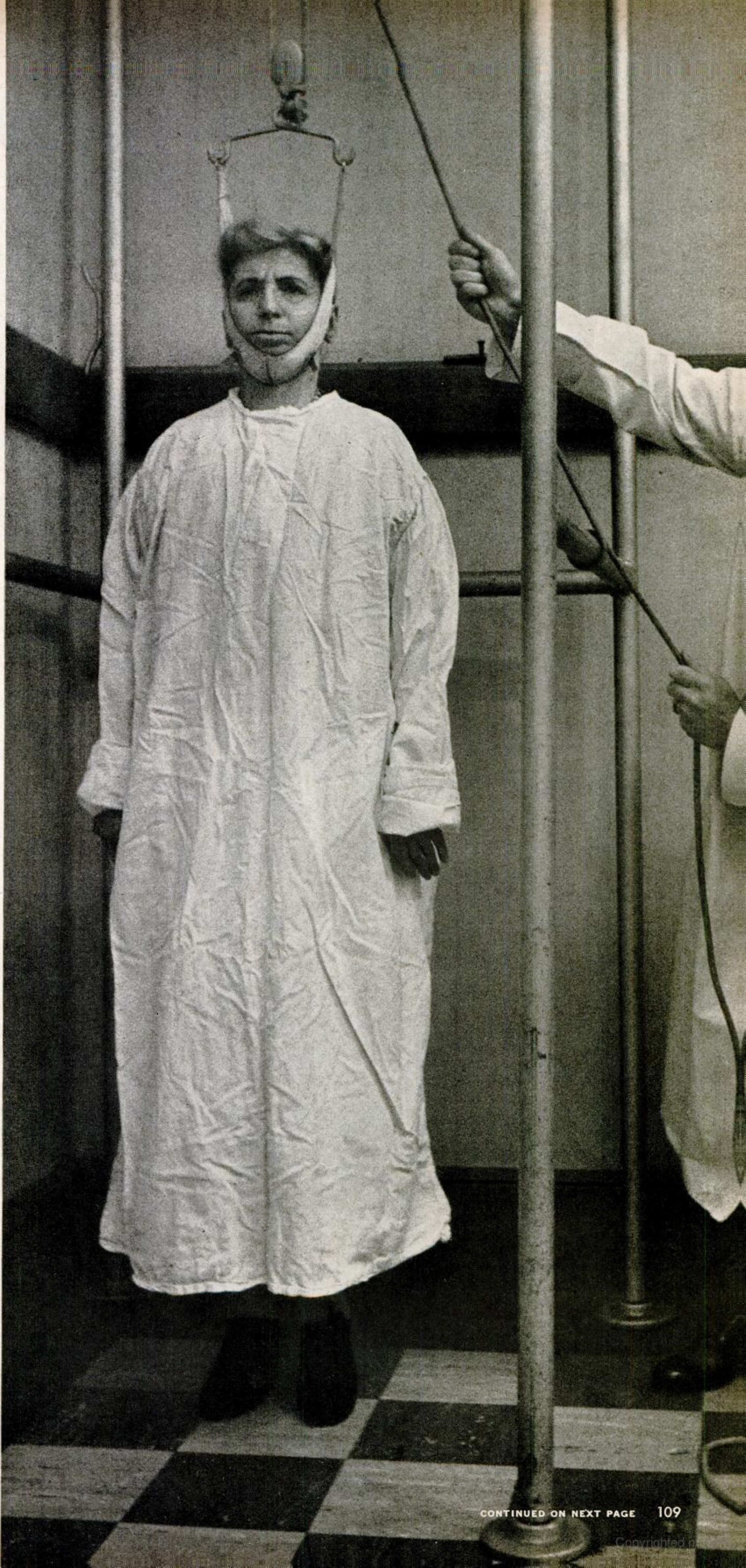
MANY AND VARIED

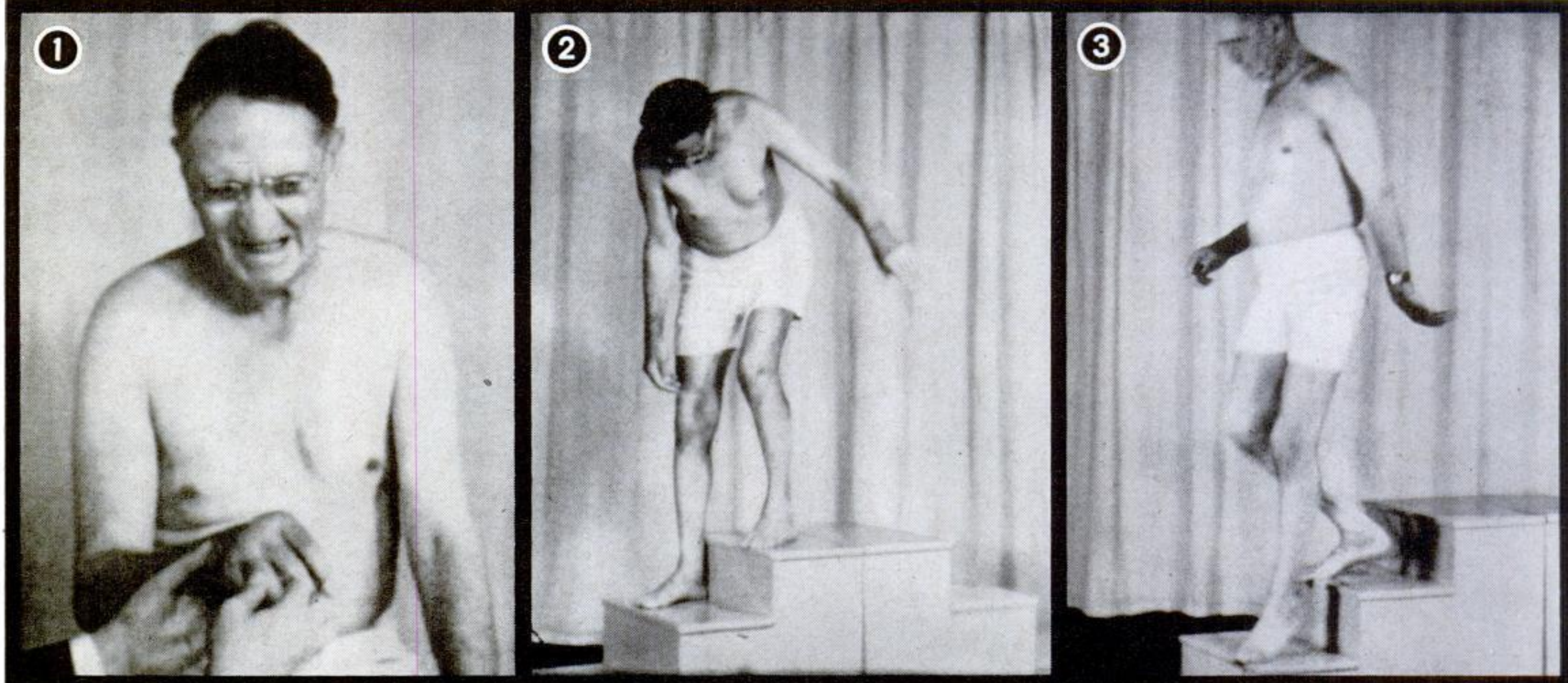
the chin-sling treatment (*right*) supposedly loosens stiff vertebrae in the spine. Injections of gold salts have been used for the past 20 years with fairly good results, but their use is somewhat limited because of their occasionally harmful side effects.

None of these treatments is in any sense a permanent cure. Their greatest value is that they give patients a feeling that something is being done for them. But a new treatment, announced a few weeks ago by the Mayo Clinic of Rochester, Minn., may completely change the dismal face of the arthritis picture. There is reason to believe that an effective weapon against arthritis has been found (*next page*).



SPINE IS STRETCHED by putting canvas sling under patient's chin and hoisting her with pulleys.





DRAMATIC IMPROVEMENT effected with new drug is shown in the movie clips above and at right. Before treatment arthritic grimaces with pain when doctor touches

his hand (1). He also had great difficulty in descending stairs (2). Eight days after injections he jauntily trots down steps (3) and several days later (*opposite*) he runs (4).

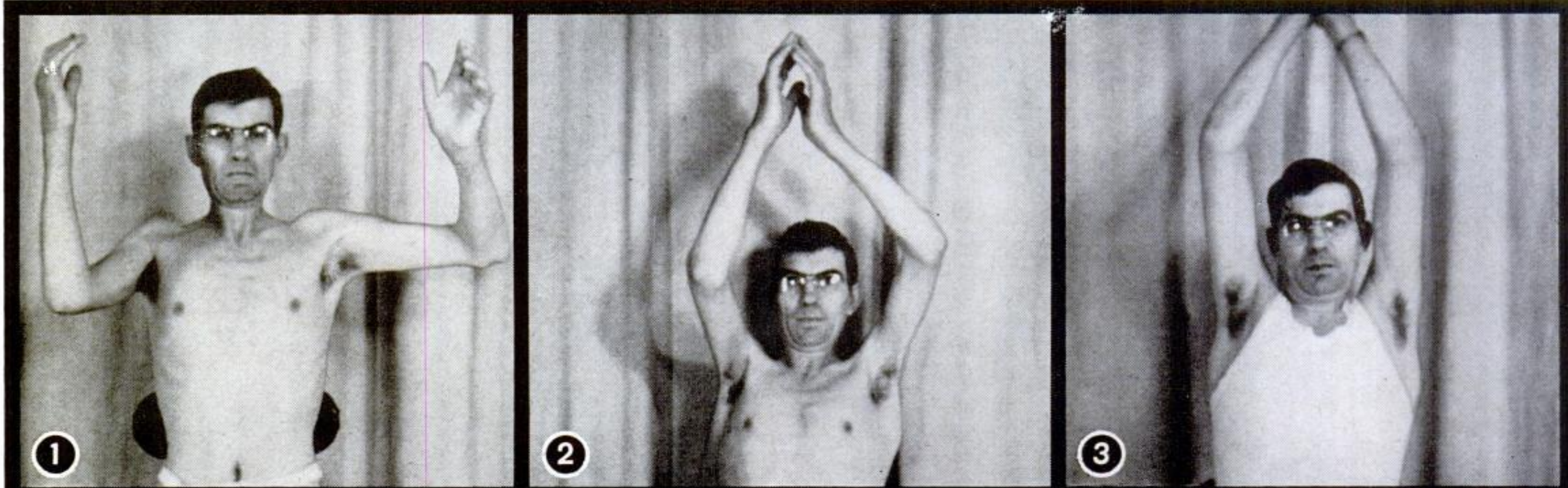
HORMONE STOPS DISEASE

For a number of years a few researchers have suspected that the adrenal gland had something to do with rheumatoid arthritis. One clue came from the fact that women suffering from the disease showed a marked improvement during pregnancy, a period during which the gland is stimulated. On the theory that the adrenal in arthritic victims might not be performing all of its functions, Dr. Philip Hench and associates of the Mayo Clinic spent nine years testing the effects of several of the hormones which that complicated gland secretes. One of these, a substance now known as Compound E, brought immediate and dramatic results. Of the 14 patients treated with the new drug, all were relieved of pain and swelling within a few days and some who could scarcely walk were actually able to run (*opposite page*).

In all but three patients the original symptoms returned after injections were stopped, indicating that Compound E, like insulin, might have to be given regularly. Another problem is that Compound E, isolated by Dr. E. C. Kendall, can be produced at present only by a very long and costly process. It may be two years before the drug is synthesized and enough of it is available for the general public at a reasonable price. Nonetheless the discovery may come to be considered a landmark in medical history comparable to the discovery of insulin or penicillin. When Hench and Kendall appeared recently before the Association of American Physicians after the showing of the now famous movie from which the sequences on this page were printed, the usually cool membership gave them an ovation seldom seen in medical gatherings.



RESEARCH TEAM which discovered Compound E and its use consists of (*left to right*) Drs. C. H. Slocumb, E. C. Kendall, P. S. Hench and H. F. Polley, all of Mayo's.



USE OF ARMS RETURNS to the 34-year-old arthritic after treatment with Compound E. Before being injected he was unable to raise his arms above his shoulders (1)

Four days after being treated he could easily raise his arms above his head (2). Three months later he had gained considerable flesh and could use his arms normally (3).

4



PATIENT RUNS with complete freedom of motion after Compound E frees him of pain, stiffness and other distressing symptoms. He also experienced a remarkable

increase in appetite and vitality. There was not enough of drug available to continue injections, however, and his symptoms returned soon after treatments were stopped.

ARTHRITIS CONTINUED



GADGET BOARD with shades, telephones and light switches prepares hospital patients for the outside life.



ARTHRITIC EARNS LIVING by running a secretarial service from bed. The earphones are for telephoning.



MODEL BUS at rehabilitation center gives practice in disembarking before patient has to do it from a real bus.

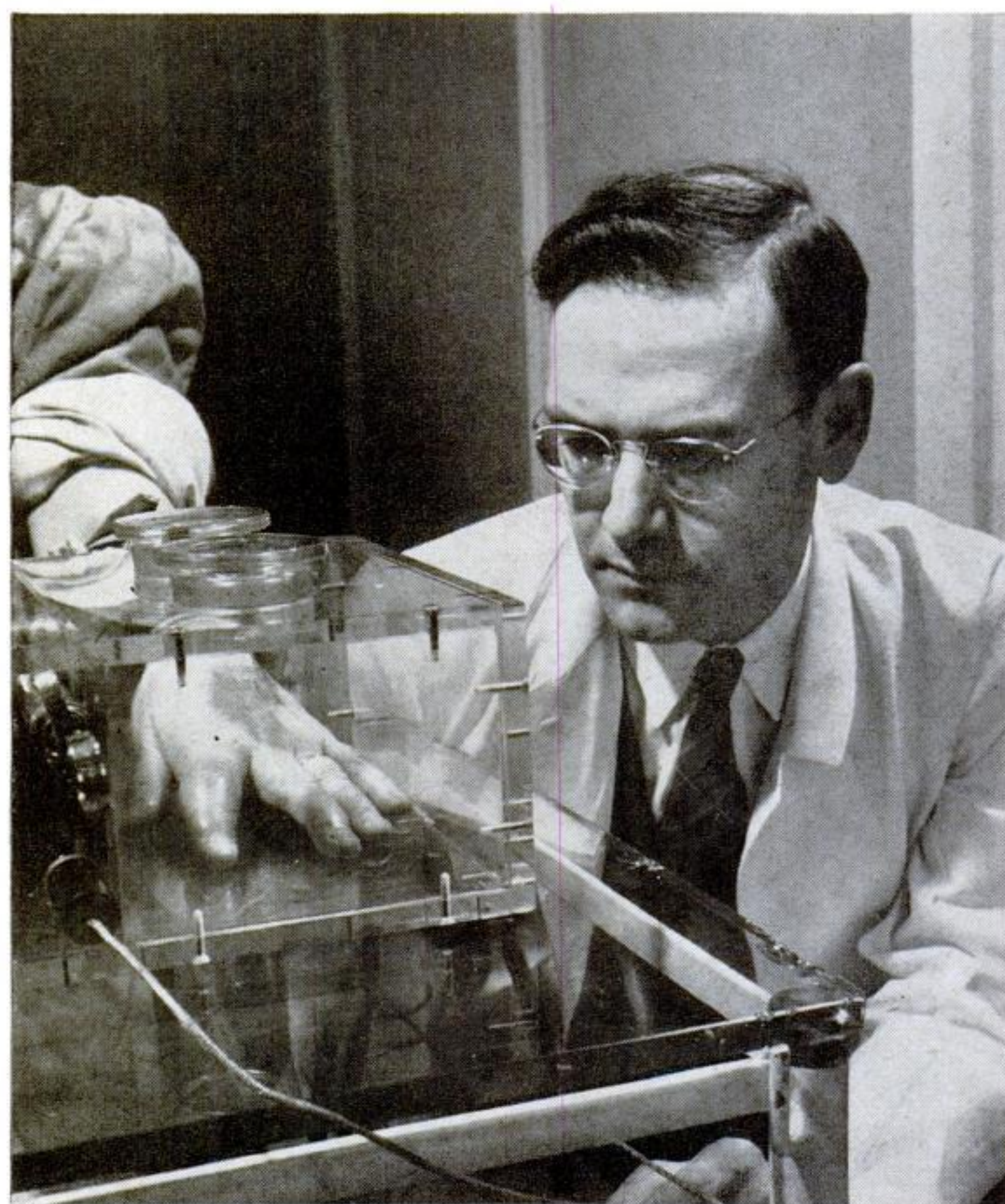
WAITING FOR DRUG, ARTHRITICS HELP THEMSELVES

While doctors and patients wait for Compound E to become available, the attack against arthritis is continuing on other fronts. Other treatments are being sought for the advanced cases, for these cannot be helped by the drug. The hormone's effect on rheumatoid arthritis has been proven, but before doctors can use it widely they must know more about its total effect on the body and about the physical

nature of the disease itself. The information will be supplied by current studies, sponsored by the Arthritis and Rheumatism Foundation, in which the symptoms of arthritis are being minutely examined and effects of drugs, heat and manipulation tested.

Because arthritis is a disease of the whole body and not of the joints alone, the mental attitude of the patient is an important factor in its control. Those

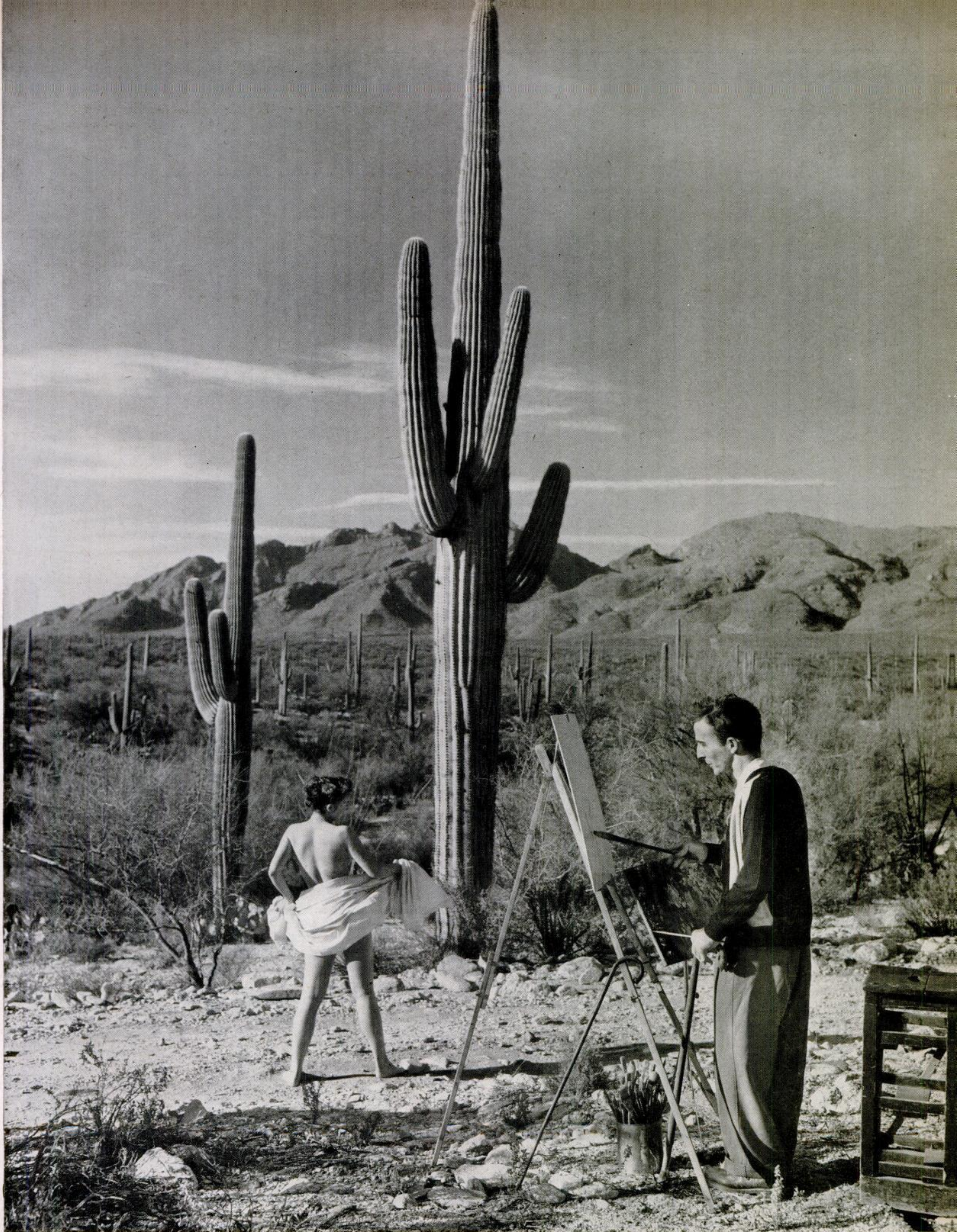
who take part in rehabilitation programs (*above*) and who continue as best they can at their work and hobbies (*right*) improve much faster than those who accept invalidism. Today, and perhaps for some time to come, rheumatoid arthritics must accept standard treatment and adjust to their handicaps. But now they can do so with real confidence that the conquest of their disease may not be too far off.



SWELLING IS MEASURED by amount of air displaced by hand in plastic box. Arthritic limb on which tourniquet has been tied will swell more slowly than normal limb.

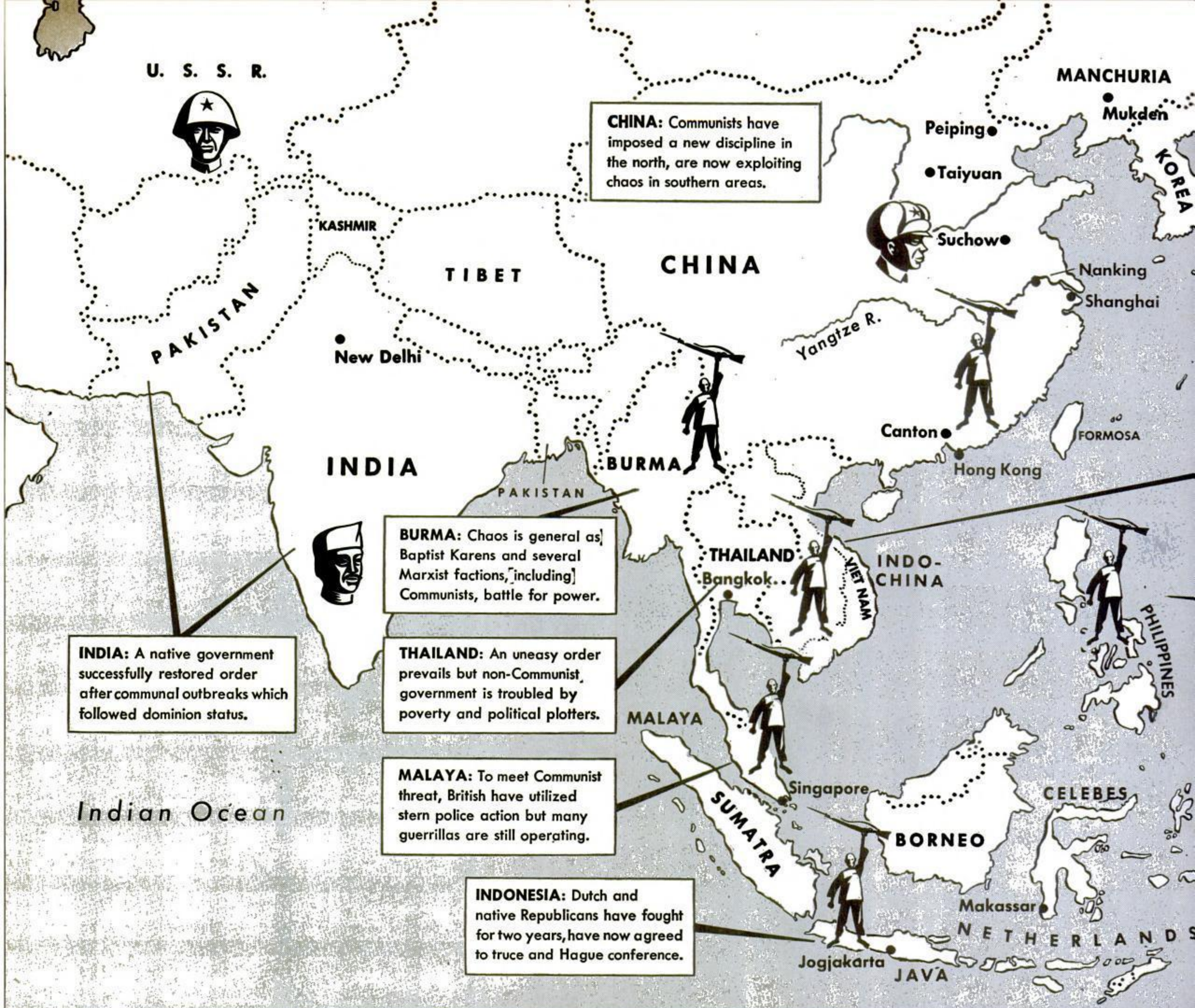


TEMPERATURES ARE CHECKED with thermocouples placed on patient's skin and stuck under kneecap. Purpose is to measure effectiveness of drugs in heating joints.



ARTHRITIC PAINTS a nude model in desert near Tucson, Ariz. The artist, Hutton Webster Jr., is almost a helpless cripple and has to dab awkwardly at the canvas. But

he paints well enough to have won a Pulitzer Prize. Because he is unable to lift his feet in walking, his wife walks ahead of him to pick stones and other obstacles from his path.



ON THIS MAP OF EASTERN ASIA AND NEARBY ISLANDS FIGURE OF THE GUERRILLA HOLDING HIS RIFLE ALOFT INDICATES MAIN

CHAOS IN ASIA

Boys with rifles bring it—Communists exploit it to sell their new order

by MAX WAYS



BOYS WITH GUNS, like this young Burmese rifleman, are a deadly factor in Asia's rapid descent toward chaos.

Last week Max Ways, Foreign News Editor of TIME, returned from a visit to China, India and southeast Asia. On the basis of this visit and long experience and wide knowledge of world affairs, he has written this challenging reappraisal of Western problems and attitudes in the Far East.

THE word "order" and its opposite "chaos" are the keys to understanding what is going on in Asia. Not "revolution," not "progress," not "poverty," not "freedom." All of these words are important in Asia, but order and chaos are the serious words, even though they are less often used than the others. The Communist vic-

tory in China can be repeated in all southeast Asia, not because Communism is strong but because the chances of order (except in India) are slim. This danger is the great new fact in world politics. It may bring about major changes in the strategy and timetable of the cold war. It may explain the new "soft" Communist policy in Europe. The Kremlin's eyes are turning East, where a tremendous opportunity awaits the Reds in Burma. In Burma and Indo-China the process of disintegration has gone a long way; in Indonesia the march toward chaos may be halted, but the prospect is anything but cheerful.

In the West chaos is hardly a word at all; it is



JAPAN: The U.S. is attempting a great experiment in controlled democratization to match technological advances.

INDO-CHINA: French effort to destroy Communist-led Viet-Nam rebels produced bloodshed and disorder, no solution.

PHILIPPINES: Granted full independence, the Philippine government is being troubled by Communist-led Hukbalahaps.

Pacific Ocean

AREAS OF UNREST OR ACTUAL WARFARE

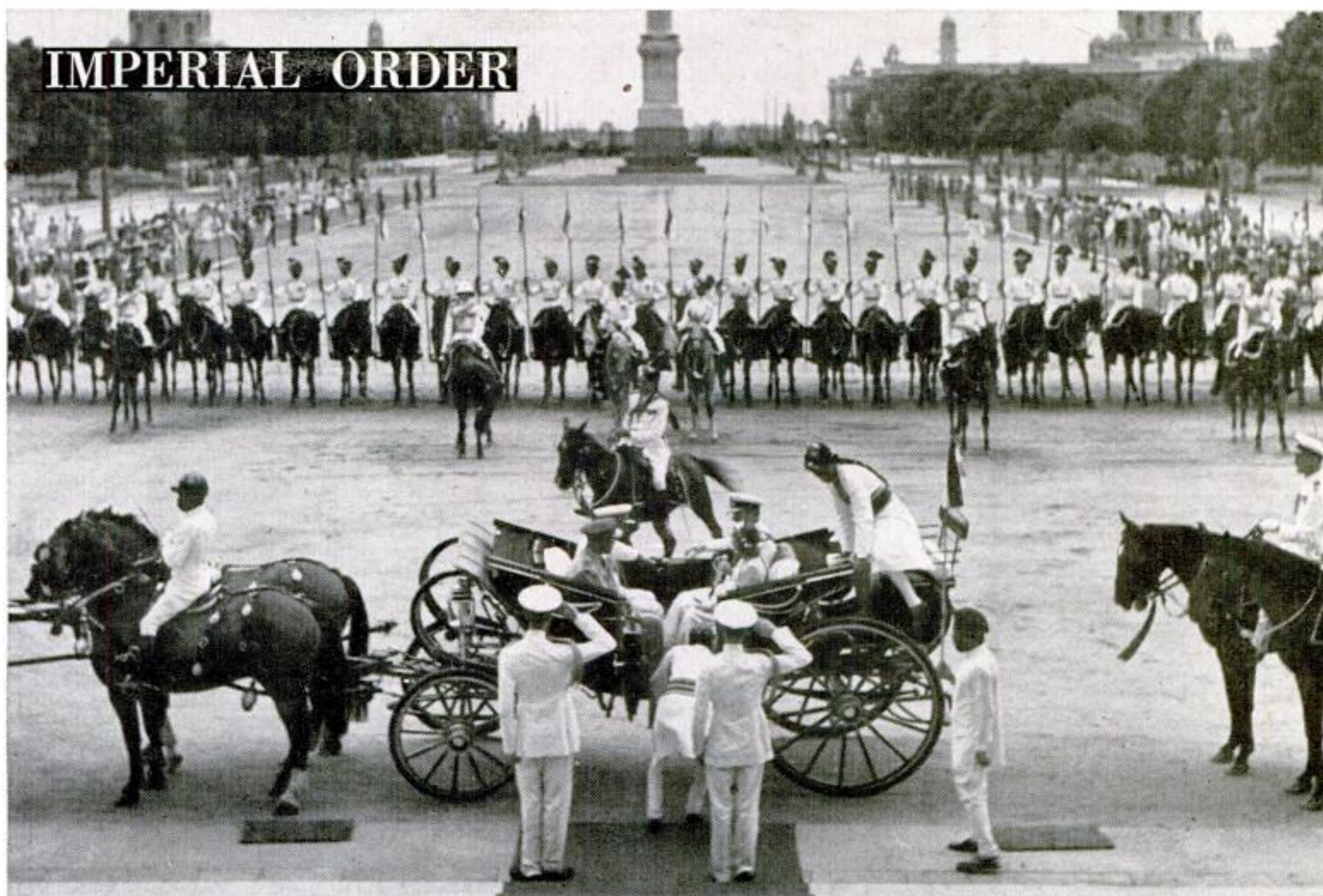
an oratorical flourish. Chaos in Asia can be used to describe literally a condition, present or contingent, where the working arrangements between men break down—and stay down. In Asia a reasonable man can support a course of action which he believes will quite possibly result in chaos; he will simply argue that alternative courses of action are more likely to result in chaos.

A serious conversation about social chaos is hardly possible in the West. Such a conversation, however, is highly relevant in the Indonesian city of Makassar, not because chaos is present there but because Makassar's conspicuous order is so isolated, superficial and, probably, fleeting. Makassar lies on a long tongue of land dropping off the far corner of a far island, Celebes—an island in time as well as space. Before turning to a conversation about chaos it may be useful to look at Makassar as it recently appeared during a garden party on the Dutch queen's birthday.

Makassar is a handsome and cleanly town, as towns in its part of the world go. Along the wide tree-lined streets (and also along the narrow hut-lined streets) hot breezes off a brassy sea bear the smell of copra from the wharves. Breezes in Makassar, whatever they bear, are always welcome, and never more so than on the queen's birthday.

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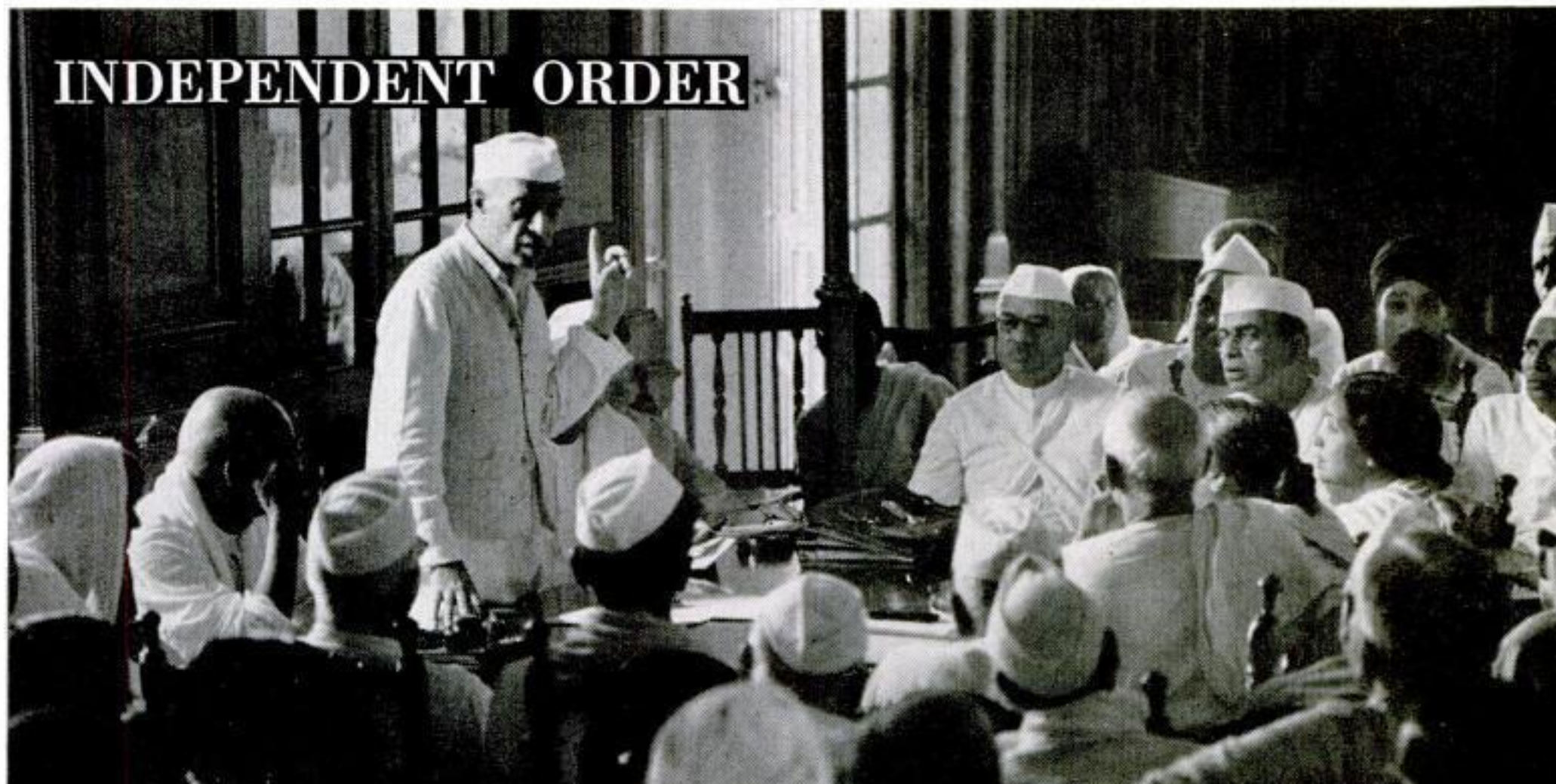
IMPERIAL ORDER



POMP AND CIRCUMSTANCE played a major role in the techniques of ruling Asiatic colonies before World

War II. The British arranged this farewell display on the occasion of Indian Independence Day in August of 1947.

INDEPENDENT ORDER



ABLE NATIVE LEADERSHIP of India's great Pandit Jawaharlal Nehru, shown here addressing members

of the Congress party in New Delhi, has made it possible for the new Indian government to function successfully.

COMMUNIST ORDER



RED DISCIPLINARIANS of Communist China roll into the great city of Peiping. Since Peiping's fall the cap-

ital, Nanking, and Shanghai also have succumbed to the Red armies and their promises of orderly government.



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THE IMPERIAL WAY OF LIFE in southeast Asia sometimes reached extremes of luxury, as in this picture of a wealthy Dutch family being served a

ASIA CONTINUED

The garden party was very decorous, very Dutch, although many of the guests were Indonesians who had somewhat recently come to think of themselves as citizens of a new nation. The local Indonesians are mostly Bugi, a people whose physical appearance and habit of mind place them as far from the Dutch as two races of men may be. Yet it was remarkable to see how like the Dutch the Bugi comported themselves. They arranged their faces and their family groups like the Dutch, bowed like the Dutch, applauded like the Dutch. When the Dutch representative of the crown delivered the birthday speech he fell slave to tradition and thrice said "Wilhelmina" when he should have said "Juliana." Thrice the Dutch gasped and the Bugi, who have not mastered the gasp, giggled—but in a most restrained and kindly way. Blended, gasp and giggle came up as a subdued cheer for the queen, a happy and appropriate mingling of the salutes of two peoples on a happy occasion.

The paradox of progress

ALTHOUGH history's clock is mercifully slow in Makassar, everyone at the garden party was well aware that 900 miles west in Batavia a delegation of Dutch and a delegation of leaders of the Indonesian Republic were negotiating, under United Nations auspices, for a truce in the war that has gripped most of Indonesia since the Dutch attempted to suppress the native republic by military action last December. The agreement (which came a week after the garden party) was very much in the air. Everyone knew that it would provide for the return to Jogjakarta, the rebel capital, of the Indonesian Republic officials captured by the Dutch last December, and that the Indonesians, in turn, would promise to maintain order in their territory and to attend a conference at The Hague to work out the relationship between the Dutch crown and a sovereign Indonesian Federation. In this federation the embattled Indonesian Republic (Java and part of Sumatra) would join six other "states" which have not attempted independent government but have won varying degrees of autonomy. The largest state in area would be East Indonesia (the "Great East") of which Makassar is the capital.

The Javanese nationalists respect most of the leaders of the Great East government at Makassar. These men share the aspirations of the Javanese, but circumstances have not involved them in the des-



lavish dinner by eight Indonesian waiters. Today's beleaguered Dutch imperialists would gladly settle for two servants and six Indonesian guests at the table.

perate struggle with the Dutch that has brought the main island of Java to the brink of disaster. As Dutch and Indonesians together achieved order in the Great East, Dutch and Indonesians working against each other have achieved disorder—fundamental and widespread—in Java. The easy moral that both sides in Java should emulate their opposite numbers in the Great East cannot be drawn. Java is further "ahead" than the Great East; its chance of achieving order is less, precisely because it is more "advanced." This dreadful paradox turns up again and again throughout Asia.

From the security of Makassar amid the interracial harmony of the queen's birthday one of the Indonesian nationalist leaders of the Great East discoursed on the negotiations in Batavia—and especially on the chances of order.

"The Dutch must realize," he said, "that they cannot restore order in Java. Even if you grant that conditions were as bad as the Dutch say they were before the December police action, it does not follow that the police action was justified. The objective condition is one in which Dutch action will create as much disorder as it stops—or more. I am not making a statement about whether the resentment against the Dutch is or is not justified. The feeling is a fact and has to be dealt with as a fact. Many of us, including many of the Dutch, knew that before the December police action. The argument in the United Nations over the legality or morality of the Dutch police action can be placed to one side. The important thing to remember is that the Dutch military action failed—and was bound to fail."

"When the Indonesian Republicans return to Jogjakarta, will they be able to restore order?" I asked.

"It will be very difficult—more difficult now than before the police action. The Dutch are right when they say that the heart of the problem is the fact that Japanese arms have fallen into the hands of many elements who have no interest in order and little real interest in independence. Some of these are Communists—probably more will be Communists. Most cannot be described in political terms. They are boys with rifles."

"Then if you believe that the Dutch cannot restore order and the Indonesians may not be able to do so, what do you favor?"

"Immediate transfer of political responsibility to Indonesians. They may fail, but they have a better chance of doing the job than the Dutch, who cannot succeed."

"Already there is starvation in some areas of Java. If order is not restored soon, living standards will fall further and. . ."

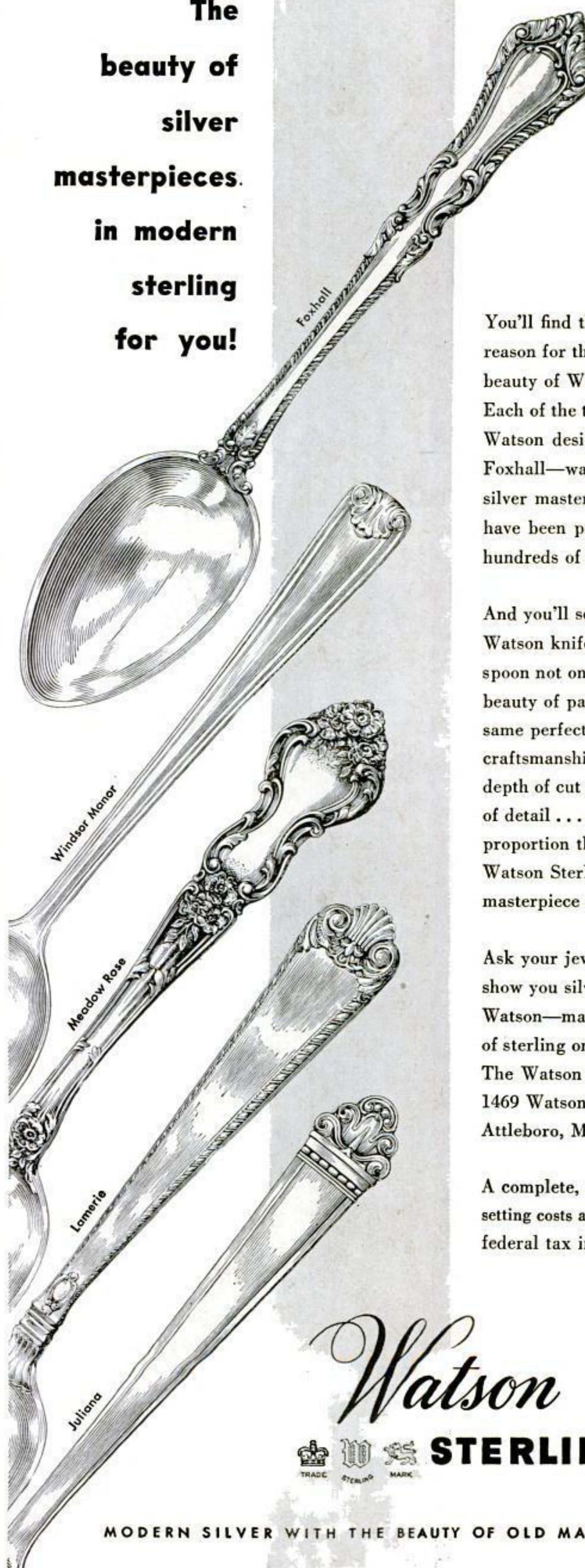
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Makes a minute mean so much!



A MALAYAN COMMUNIST is carried back to headquarters by troops of British Devonshire regiment after a sharp jungle battle. The British so far have

ASIA CONTINUED

"I agree. And there will be more disorder and the task of the Indonesian government, which is already very difficult, will become insurmountable. Bad as it is, the situation can become worse. There is no safe way out. With full sovereignty the Indonesians will have more chance of preventing chaos than without full sovereignty. That is the most that can be said."

"Then chaos, even after independence, is a possibility?"

"Yes—and a certainty without independence."

In Java both Indonesian and Dutch spokesmen tend to adopt similarly relativist attitudes toward the future. The Dutch, who know what their army was not able to do, tend to doubt that the Indonesians will do better. The Indonesians are naturally more optimistic, but all they are sure of is that they can come closer to achieving order than the Dutch can.

"At least we can move on our own roads without military convoys," said one Javanese.

Order in Java will involve much more than that. The island, socially and economically, is a delicate mechanism—not so delicate as an industrial society, but much more so than, say, America at the moment of independence. Nearly a century and a half ago, when the Dutch assumed full political responsibility for Java, there were five million people there. Today there are 48 million. The standard of living of the 48 million is higher than that of the five million. On the scale of justice it can be persuasively argued that the Javanese did not get a fair share of the riches which they produced. But on the scale of order it is very obvious that Western techniques of organization made the difference between a land that would produce a living for five million and one that would produce a living for 48 million.

The problem of know-how

ONE of the questions touching the heart of the problem of future order in Java is whether the Indonesians can carry on those techniques of organization and extend them to take care of the still rapidly growing population. A large share of Indonesia's living comes out of export products—rubber, quinine, coffee, oil, tin. Indonesian workers produce these, but the Dutch developed them, financed them and brought them to uncertain world markets. How far Indonesia is from a simple subsistence economy can be measured by the fact that the Great Depression hit it harder than almost any part of the world. Can Indonesians handle that kind of an economy?

Unlike the Chinese and the Indians (but like the Burmans and the Siamese) the Indonesians have an insignificant business class and show little sign of developing one. The Chinese in Indonesia do

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managed to suppress a Communist-led revolt by fierce police action, but this old technique of imperial rule no longer seems to afford a permanent solution.

what business the Dutch (and other Westerners) leave over. Nothing would delight the Chinese more than to replace the Dutch in the Indonesian economic picture. The flaw in this is that the Indonesian dislike of the Chinese is stronger than their resentment toward the Dutch. If the infant U.S. had had no New England merchants and had faced a choice between giving over its business to the British Tories or to the Iroquois, that would have been a precedent for the present Indonesian position.

Optimistic Indonesians believe that during their period of economic tutelage many Dutch will remain and will work cooperatively within the framework of Indonesian political control. They also believe, perhaps overhopefully, that British and American business will come in, partially replacing the Dutch. As for the Americans, the Indonesians are somewhat dazzled by the strong white halo-shaped light given off from the vicinity of Matthew Fox, a moving-picture person who says he has invested \$500,000 in Indonesian independence. He has negotiated a remarkable contract in which, as an equal partner of the Republican government, he receives a 5% commission on all government exports to or imports from the U.S. This may prove all that has been said about Indonesian lack of business experience, but it does not indicate that solid American capital will move into Indonesia. Contrary to a popular impression abroad, American capital (unfortunately) is not experiencing a passionate interest in foreign investment; its immunity to wanderlust is especially strong in respect to Asia.

Asian peoples generally have little or no experience of statism in the modern sense. Their societies were often strong, especially at the grass roots of family and village, but their governments were not. A similar statement could be made about Europe as it entered the modern period of nationalism. Both Europe and Asia had ample experience of despotic government, of power exercised arbitrarily and violently, but not of sustained governmental effort reaching far into the control of the day-to-day life of the people. It is not easy to realize that the meekest British or American bureaucrat has more actual leverage to make things happen (or not happen) than the most absolute Oriental tyrants in history. The present state power of the Western democracies was accumulated very quickly, as these matters go, in some three centuries. The Asian democratic leaders have no intention of going through a similar period of gradual development. They want the latest model, delivered almost immediately.

It is impossible, or at least foolish, to quarrel with them over this major point. As politicians they can make no other choice. Insofar as their people actively want nationalism they want a government that assumes responsibility for "the general welfare" with all the headaches that it implies. In Indonesia especially it would be pointless to talk of beginning with the limited Jeffersonian state. The

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INDONESIA PROMOTER Matthew ("Matty") Fox, movie executive and the man who gave America Bub-O-Loon, has made a deal with Republicans to handle imports and exports. Here Fox confers with Indonesian commissioner.

ASIA CONTINUED

Dutch over wide areas changed the whole way of life of the people, made them dependent upon an export economy and in so doing assumed an enormous responsibility for "the general welfare." To destroy this responsibility would be to destroy all possibility of order in Indonesia. The responsibility cannot remain with the Dutch if sovereignty is to be transferred to the Indonesians, as the Dutch agree it is. Where else can it go but to the Indonesian government?

The point to remember is that the arguments that point out the difficulties facing the Indonesian state are not arguments for the continuation of Dutch rule. That clock will not run backward. Quite possibly it will not run at all, and then there will be, in the literal and contemporary Asiatic sense, chaos.

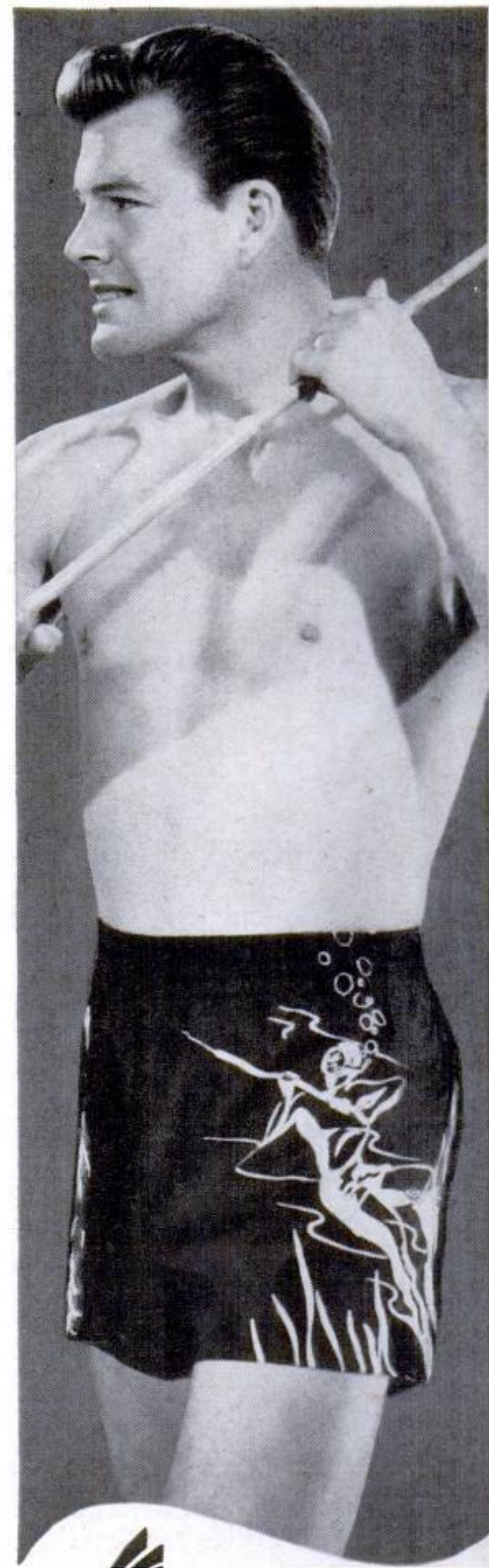
This is, properly, where the Communists come into the picture. In a sense they have been there all along, contributing all they could to intensifying the struggle between the Indonesians and the Dutch. The bitterer this struggle becomes, the more difficult will be the future essential cooperation between Indonesians and Dutch. The Communists understand well that in Asia the drive against foreign rule marches faster than the ability of Asians to establish democratic modern states of their own. The gap between those two paces is the period of chaos. The Communist, who helped create the chaos, steps into the gap not as the bearer of revolution but as the bearer of order. His discipline, his philosophy, his kind of Western organization takes over the function formerly performed by the "imperialist" powers.

Dutch propagandists often exaggerate the present strength of the Communists in Indonesia. Try as they may, however, they could hardly exaggerate the future menace of Communism. The best way to evaluate the present Communist position in Indonesia is to say that in the total picture their influence is very small—only a little greater than it was in China's total picture in the 1920s. It has a good chance of growing as Communist strength in China grew, and for the same reasons.

Consolation for the Dutch

INDONESIA'S sister countries of southeast Asia are all in the same danger, although the degree of danger varies widely. Bad as things look from Batavia, the Dutch turn their faces north toward Burma and find at least moral consolation in what has happened there since the British precipitately gave the Burmans independence in 1948.

The Burmans, like the Indonesians, aimed at a very modern model of the Western state. Every major Burmese faction (not counting the Baptist Karens) calls itself Marxist. They have less administrative experience than the Indonesians. There has never been a developed Burmese business class. The economy of Burma is simpler than that of most Indonesian areas, but it is not simple enough to survive Burmese political inadequacy. As four or five armed factions (the boys with the Japanese guns again) war with each other up and down the land, Burma's three million tons a year prewar rice surplus looks as if it may never come into world markets again—or not until order is restored by Burma's busy Communists.



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CONTINUED ON PAGE 123



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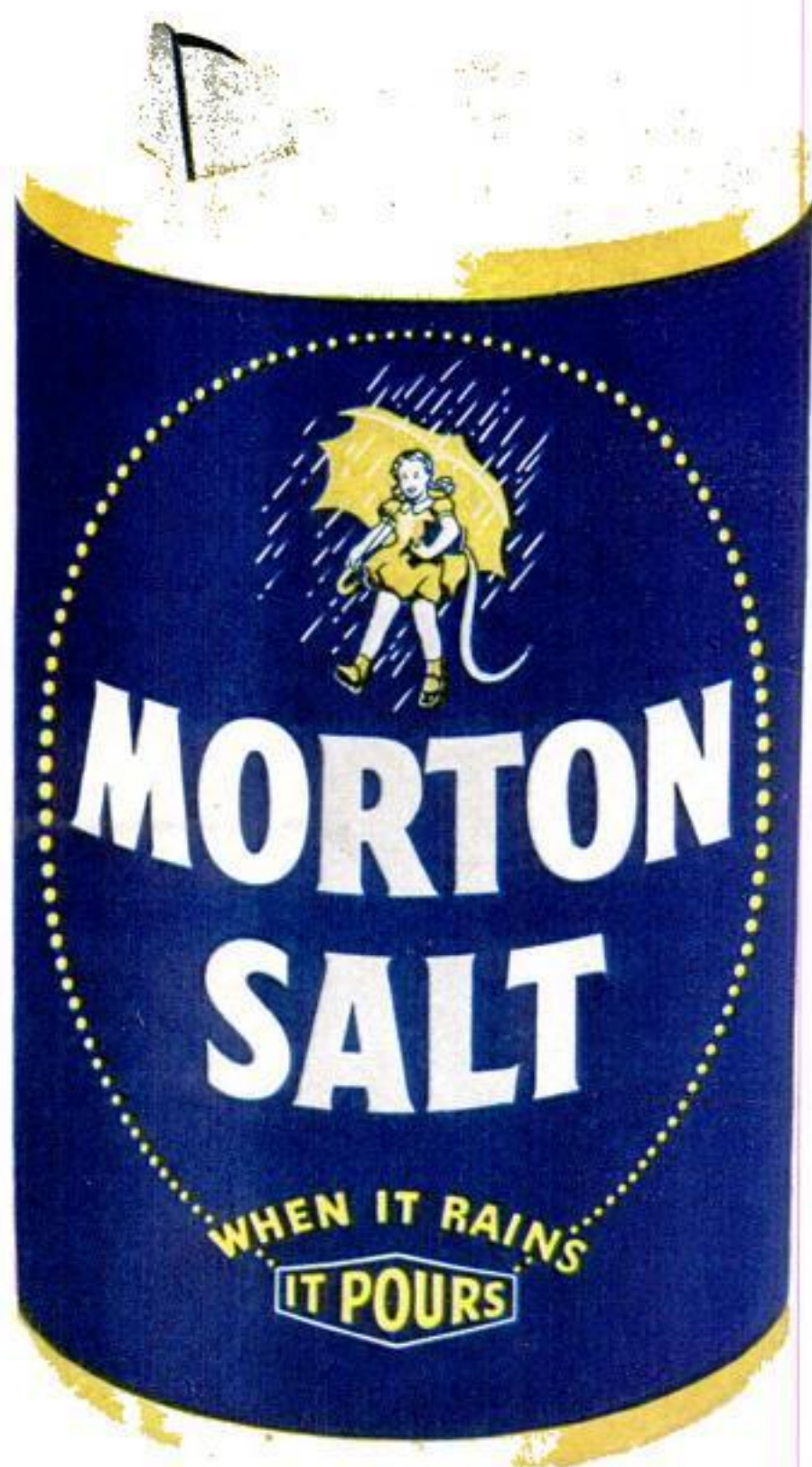
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The French in Indo-China tried a stupider version of the Dutch policy in Indonesia—and that has not worked either. The Communists there play the game according to pattern—play along with the nationalists, goad them on and wait to pick up the pieces.

In Malaya the British adopted a policy very different from their handwashing in Burma. Malaya is committed not to independence but to a gradual approach through progressive stages of autonomy. The British met Communist-inspired revolt in Malaya with effective, if brutal, military and police action. For the moment it works. There is order, more or less, in Malaya, but it is that old-fashioned imperialist order which seems to waste away as the colonial peoples progress. Reasonably aware of this, British socialists do not hope to keep the Malayan people indefinitely from progress.

Thailand wears a smile. Production is reaching toward new all-time high levels. Foreign capital, attracted by political stability, is pouring in. The humorous, soft-voiced Siamese must be the politest people in the world and they seem to have no worries. But there is a crocodile in that lily pond, too. A young Western-educated Siamese told me, "The prosperity of the country is not reaching down to the people. They are only a little better off and they should be much better off." The resentment against poverty grows more rapidly than actual prosperity. The social fabric weakens before political institutions can be built to replace the damage. Already "order" in Thailand is a matter of 18 military roadblocks between the airport and the center of Bangkok.

The Philippines, which got full independence from the U.S. in 1946, has a chance of making a go of self-rule. Three facts need to be noted, however: 1) Filipino politics seems to be corrupt beyond what Western nations would consider the toleration point; 2) anti-Western sentiment, especially anti-U.S. sentiment, is much sharper than it was just after liberation; 3) the Philippine government has been unable to restore order in large areas of central Luzon. The Filipino boys with the Japanese rifles are called Hukbalahaps and they are Communist-led. The assassination last April of Mrs. Quezon, the widow of the Philippines' first president, may be a portent.

India is the hope of Asia

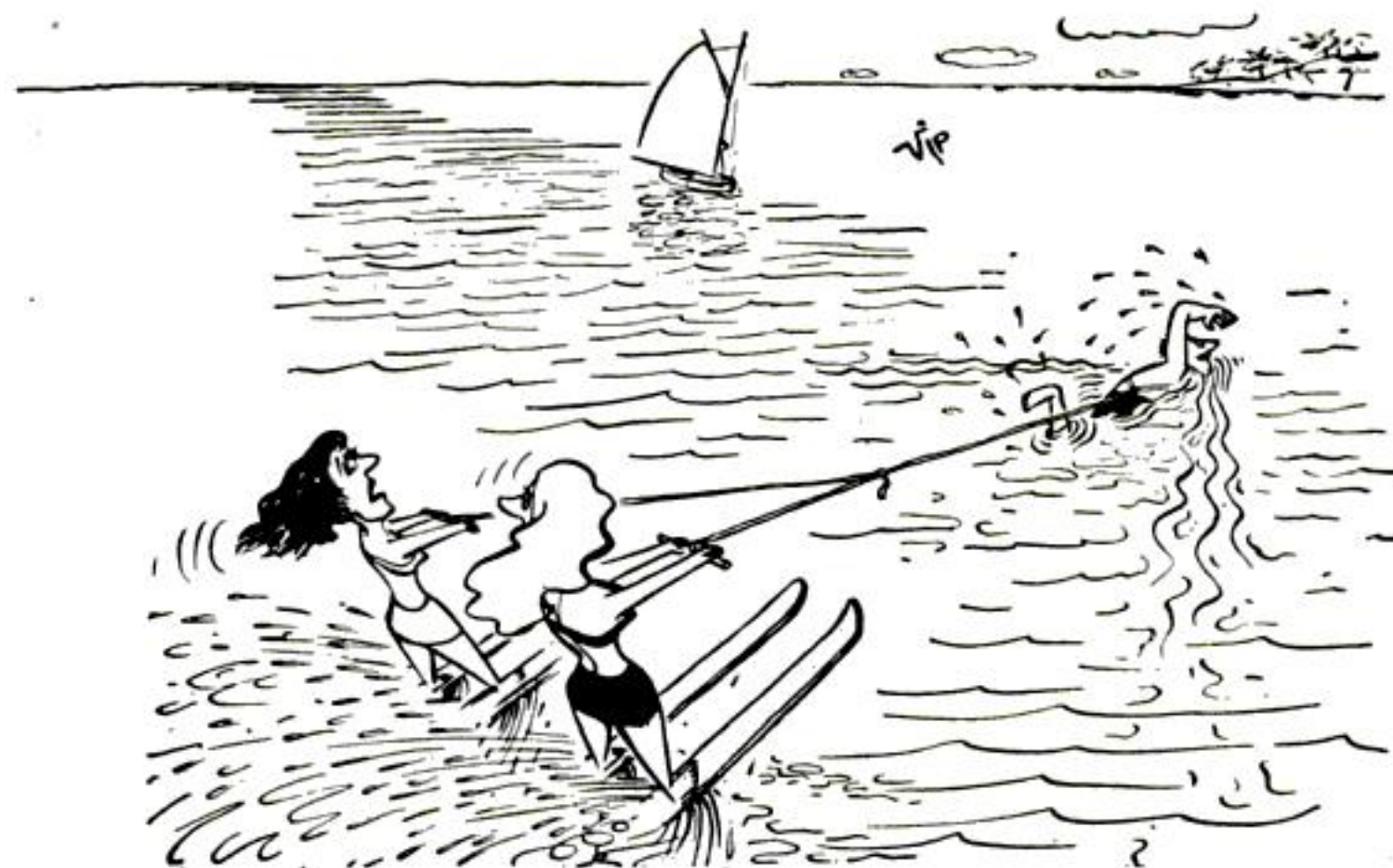
INDIA is more important than all the other countries of south-east Asia together. It is definitely a ray of hope in a gloomy picture. In London they say now that the secret of India's success is in the fact that the imperial power got out at just the right time—not too soon as in Burma, or too late as in Indonesia. When Britain stepped out in 1947 and independent India came into being, the Indians had more administrative training; they had a business class which managed its own heavy industry; they had an army experienced enough and cohesive enough to put down local disorder. The Indian government was also spared the problem of the boys with the Japanese guns. India has its Communists, but in the absence of general disorder the Indians have been able to contain the Reds—mostly in jails. With all these allowances Prime Minister Nehru and his associates still deserve full credit for an achievement that seems all the more remarkable in the light of what has happened elsewhere. If there is a way out for southeast Asia, India is showing it—although India has not yet gone far along the way.

The 548 million people of southeast Asia, India and Pakistan will obviously be affected by the impending Communist control of China. There is a relationship between what happened in China and what is happening or may happen in southeast Asia. It is important that Americans shun easy and inaccurate explanations of the Chinese disaster because these can lead our policy in southeast Asia astray.

The "liberal" explanation of the Chinese Communist victory is that the Communists put themselves in front of a popular peasant uprising against a reactionary, dictatorial, grafting, terrorist oligarchy, the tool of Western imperialists. This thesis makes lively reading but leaves a lot of questions unanswered. For instance: If it was an oligarchy, why didn't it rule? If it was reactionary, why didn't it generate more loyalty in the "landlord" class it was supposedly defending? If it was terrorist, why didn't it terrorize? If it was corrupt, why didn't it show more energy in protecting the boodle? If it was a dictatorship, why didn't it dictate? And if it was a tool of Western imperialism, why did it kick around Western imperialism's business representatives and get kicked around by them?

The words "order" and "chaos" are key words in China, too. A Western businessman with a large stake in Shanghai recently said, "Every night I get down on my knees and pray to God that the Communists will get here soon." His prayer was answered last week.

What he wanted was not Communism but order. He despised the Nationalist government not because it was reactionary or corrupt



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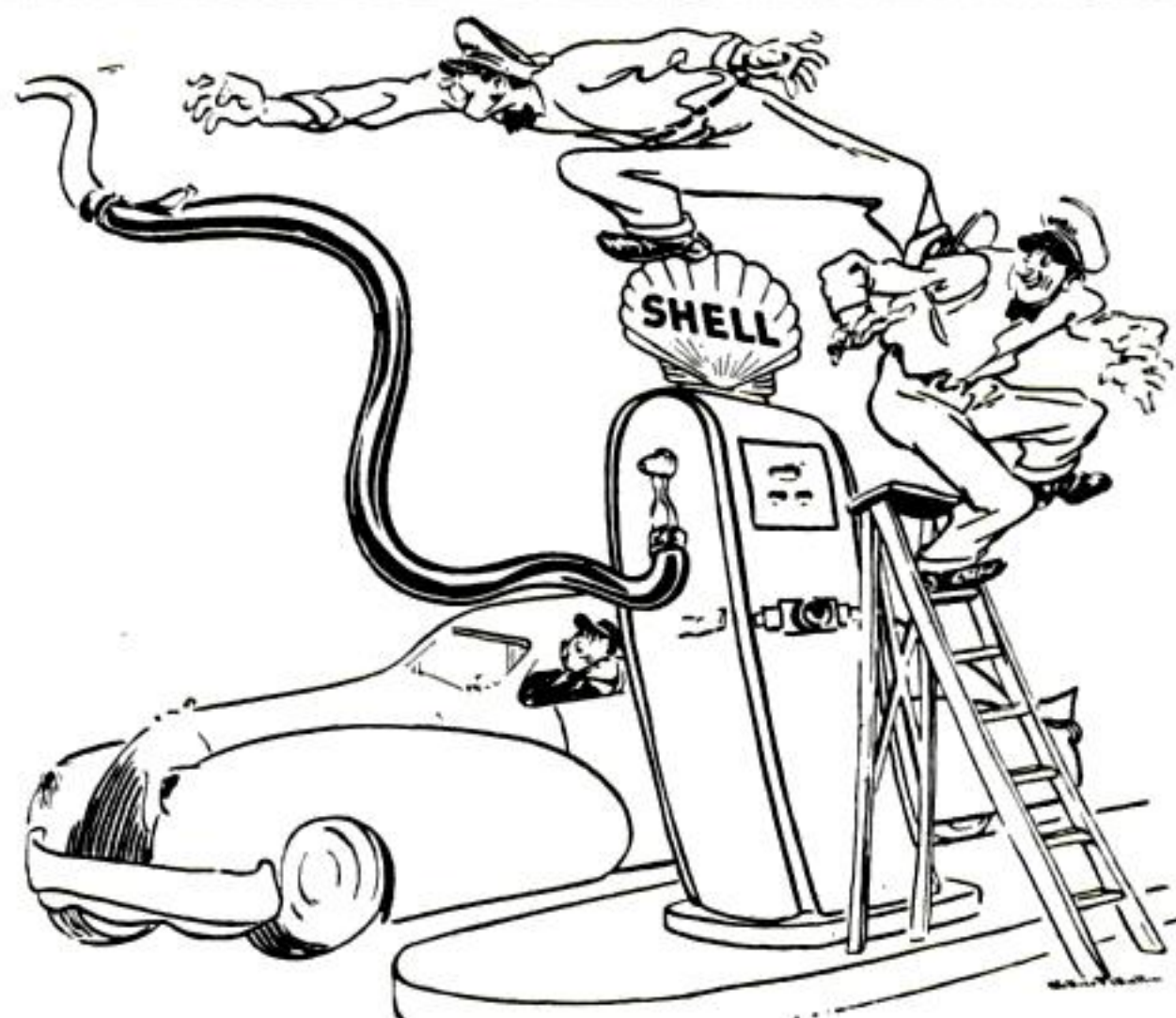
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PANIC IN SHANGHAI before its fall testified to inability of government to maintain order. Here Chinese fight to exchange Chiang's paper money for gold.

ASIA CONTINUED

but because it had been unable to establish the modern state and to make its decisions stick. This failure, general in Asia, is dramatically clear in China against the background of centuries of relative stability in Chinese society. In the distant past, before Westernization, China could afford weak and unstable government because the nonpolitical threads of the society were very strong. Progress and Westernization tore these faster than it wove the new Westernized fabric. The result was a combination of the weakest elements of the old and the new. There is, as the "liberals" aver, a real peasant drive toward better living standards than those the peasants accepted for centuries. This drive is partly a result of contact with Western ideas, and a Westerner must judge it as "good." Yet the drive's strength rose faster than the ability of Chinese to develop the organizational techniques that can give the peasants a better living standard. Result: disorder in the countryside, a falling living standard and more disorder.

The role of the airplane in the Chinese civil war is a fascinating illustration of how the most advanced Western techniques can become an element of weakness in the East. When the Reds invested Mukden in the far northeast, it became fairly clear that the Nationalists would not soon retake Manchuria. In an earlier day Chiang would have had no means of relieving the Mukden garrison. By means of an airlift, however, he was able to pour millions of dollars' worth of supplies into Mukden—to no purpose whatever. The same thing happened in the city of Taiyuan, which fell a few weeks ago after an eight-month siege. Actually what the Communists seemed to have done was to sit outside Taiyuan and let the Nationalists spend a quarter of the whole national budget on a militarily insane operation, the airlift to Taiyuan.

The Nationalists have had unchallenged air superiority throughout the war, which should have been a very effective asset in the later stages of large-scale operations. Western strategists believe that amphibious attacks are almost bound to fail in the face of overwhelming air superiority on the side of the defenders. Yet the Nationalists, drawn up on the south bank of the Yangtze River, let the Communists cross without sending the Chinese air force into the battle. Only a tenth of it was anywhere near the Yangtze. The rest was being "saved" in Formosa and the South. A Western invention, aircraft, is not an asset unless it is controlled by minds sufficiently Westernized to make the decision to expend aircraft at the crucial point—and by an administration sufficiently Westernized to make that decision stick.

Nanking, where I happened to be on the day before the Communists crossed the Yangtze, was a study in administrative impotence. Premier Ho Ying-chin told me, with sincerity shaking his voice, that the Yangtze would be held "at all costs." Up and down the line the responsible Chinese leaders gave the orders to hold—and got ready to flee. This was not cowardice but the bitter knowledge that the orders would have no effect. The Yangtze was lost without a battle. The Nationalist armies just melted away.

In every field of governmental action—and the Chinese government, being by aspiration a modern Western nation, was in all possible fields—the impotence was apparent. It could not tax, it often could not pay its troops, it could not open the roads, it could not handle the boys with the Japanese rifles.

The Communists can do these things not because they are better men or even because they have a better, more "progressive" social

program. They can do them because they have somehow managed to master and instill a Western type of discipline alien to Asia. The miracle of the Communist success is no greater than the miracle of imperialist success. What it takes is discipline achieved without disruption—and the Communists are the only ones who have been able to transmute discipline, even in a corrupted form, to Asian peoples.

If this is a correct analysis of what has happened in Asia, then the general situation is worse than Americans generally suppose. It is not to be explained by a Dutch blunder and an American blunder and a British blunder. Disorder seems to appear after very different Western policies have been applied in Asia, indicating that a deep tide is running. This tide will carry Asia toward chaos, and the Communists, bearing order, will profit from the chaos.

Recently there have been signs that the Communist world high command has realized the depth and strength of the tide in Asia. If so, that would fit in with two other changes of the past year to form the basis of a new Communist world strategy.

The other developments are:

1. Tito's break with the Kremlin, which opened up the possibility of similar fractures in the Communist front from Poland to China.

2. Anti-Communist victory in the political battle for western Europe.

Between V-E Day and last month's lifting of the Berlin blockade, the Kremlin did its best to exploit the warborn opportunity to win western Europe. The task was obviously both difficult and risky, but the Communists decided to spend energy and to run the chance of war with the U.S. on the ground that time in Europe would run against them: as Europe recovered the Communist opportunity would diminish. The gamble was justified by the stake: western Europe was, after all, the only area of possible Communist expansion which would bring about *immediately* a major shift in the preponderance of power from the anti-Communist to the Communist side. The policy only made sense as long as there was a good chance of winning western Europe. When Germany stood firm under Russian pressures, when the economies of France and Italy began to recover, the Kremlin had to face the thought that it was dropping the bone in its mouth without much hope of snapping up the larger bone in the water. A change of policy was due.

Russia turns to the East

THE moment of this realization was probably one of extreme danger for world peace. Some time in the past three or four months the Kremlin's temptation to abandon the cold war for a hot war must have reached its maximum pulling power. Almost certainly Russia could have seized western Europe by force, solved the Tito problem by force and relied on force to save them from the armed reaction of the U.S.

It is now plain that Moscow decided against that now-or-never course. Perhaps a growing understanding of what had been happening on the other side of the world contributed to that decision. Throughout the past winter and spring the official Communist propaganda line has been markedly cool toward the sensational successes of their Communist comrades in China. Western observers guessed a reason: Moscow was afraid of Titoism in Communist China. If the bosses of world Communism had stayed on the fast timetable dictated by the drive for western Europe they would logically have applied to China the same tough ditch-and-drain policies they used in eastern Europe. The Chinese Communist leaders, facing appalling economic and social problems, might have resented such a Moscow line in the same way that Tito resented it. The day is probably past when Moscow can shift Chinese Communist leaders and dictate policies. The Chinese Reds, like Tito, now have their own strength. But there remains a broad and fertile ground of cooperation between Russian and Chinese Communists, provided the Kremlin does not feel bound to sacrifice Chinese Communist interests to the urgencies of a short-range European policy.

In southeast Asia the Kremlin has a parallel opportunity to its sensational success in China. It must beware of hurrying; if it simply rides the tide its position will improve.

This means a slower Communist timetable. Communist victory in all Asia is not the immediate threat that Communist expansion into western Europe would have been. But it is not necessarily a lesser threat in the long run. The Red imperialism, the introduction of the Communist version of Western order, can organize Asia as Western imperialism once organized it to enormous strides in production and in increasing military potential.

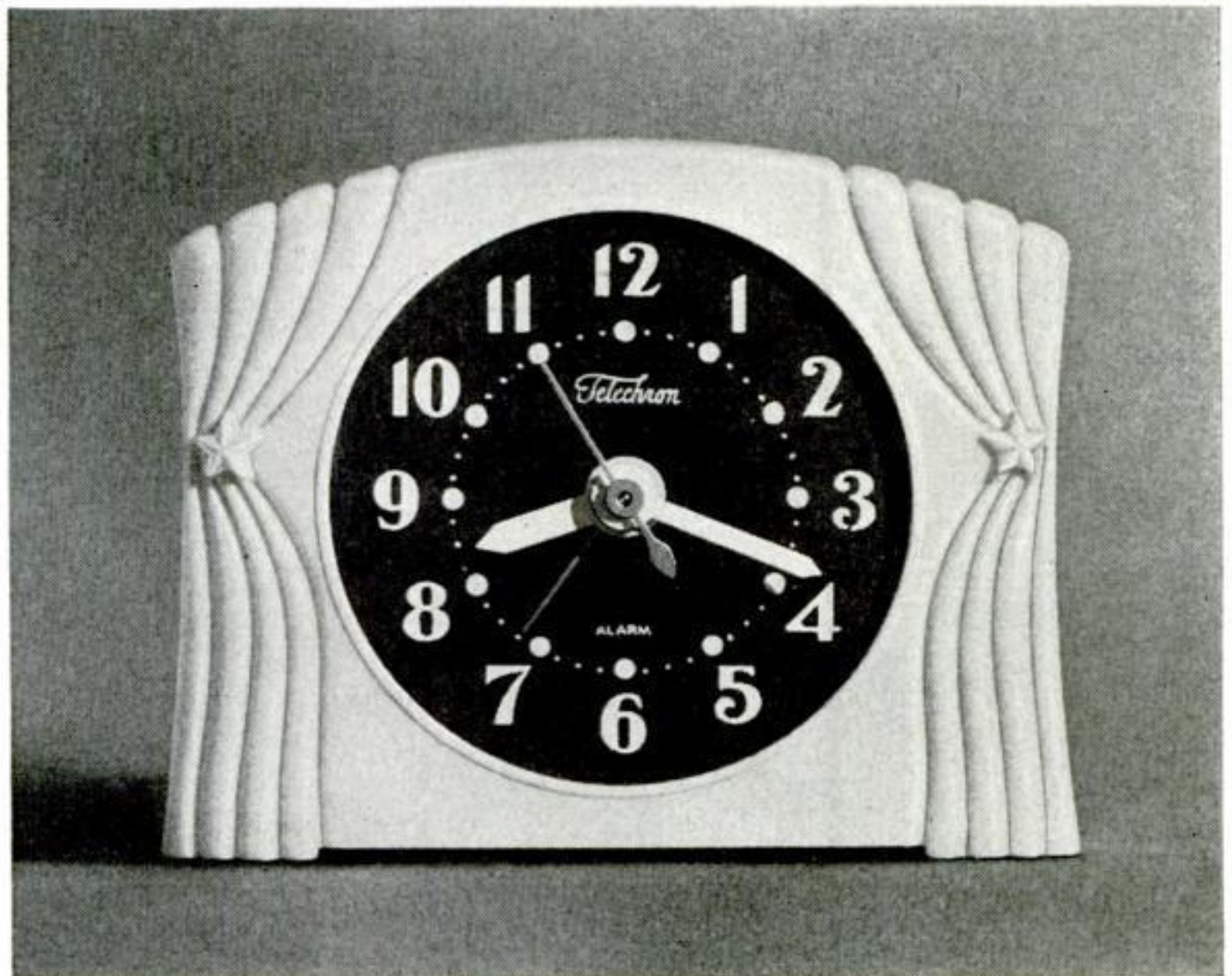
If the main line of Communist cold war strategy swings East, will the West have an answer? So far it has none. In many parts of

CONTINUED ON NEXT PAGE

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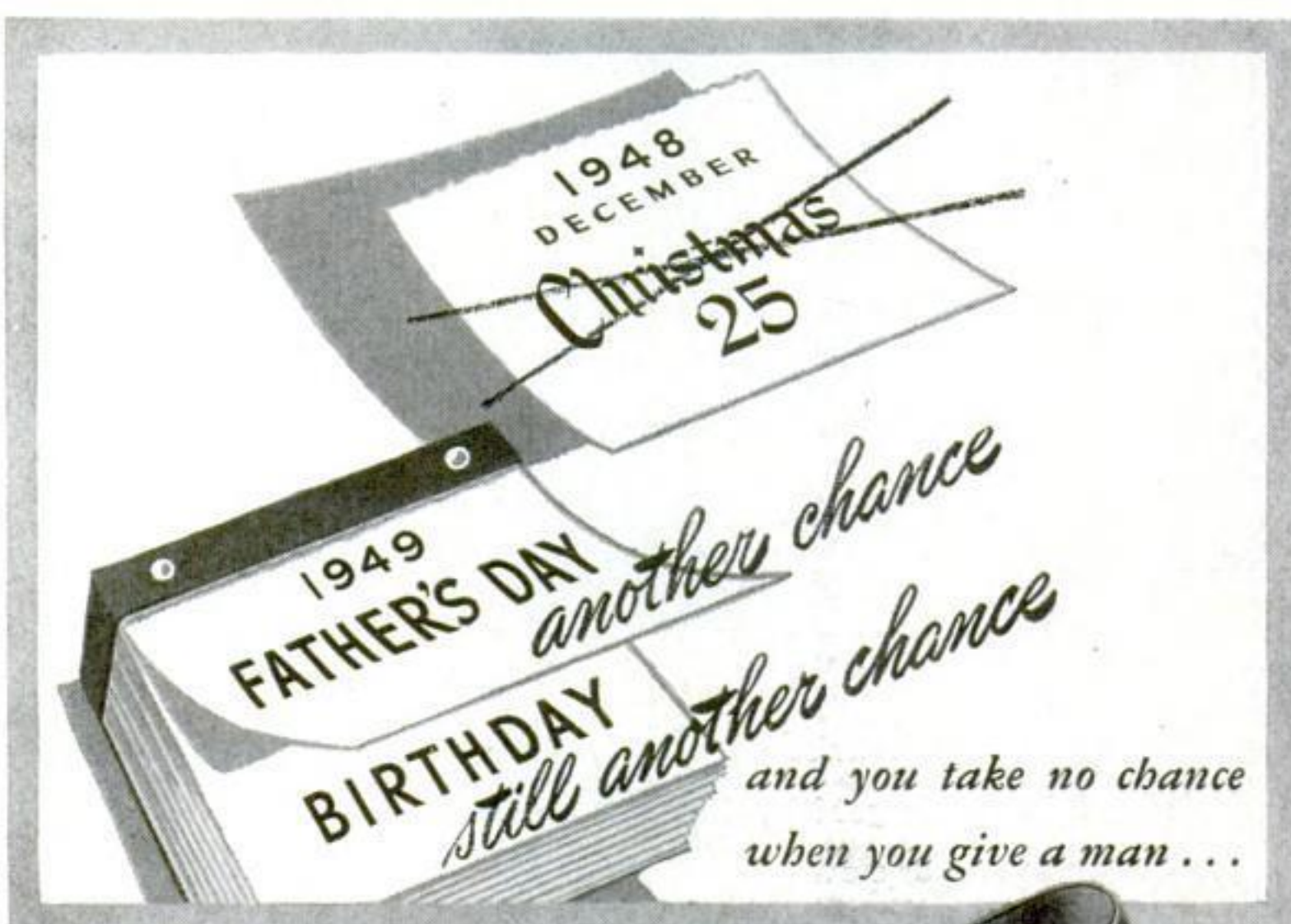
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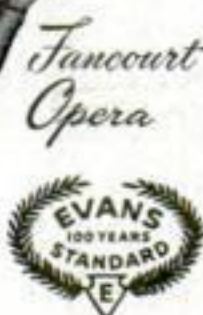
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ASIA CONTINUED

Asia leaders with democratic sympathies (and many Westerners) are talking about a Pacific Pact along the lines of the Atlantic Pact. As Secretary of State Acheson said the other day, such talk is premature. The Atlantic Pact would have made no sense until the internal stability of western European countries reached the point where they were, as allies, good military risks. Not even India is as good a risk today as France was three years ago.

In Europe the Marshall Plan came ahead of the Atlantic Pact. Would a Marshall Plan for southeast Asia make sense? With drastic modifications, it might. In Europe we knew that U.S. goods, food, capital could work in only one direction—toward greater order and less Communism. In Asia all Westernization—in material aid, or education, or techniques, or even higher standards of diet—cuts two ways. The problem there is to build the Asian governments up faster than Westernization tears their societies down.

Point of no return

THE world knows very little about the results of intimate contact between two very different cultures. The West has assumed that its culture is good for Asia and made no effort to foresee and control the effects of Westernization. The Communists, of course, very carefully control such Westernizing techniques as they use in Asia. The occupation of Japan is the first democratic effort at controlled Westernization. Beginning a century ago, Japan's strides toward Westernization were far more rapid than those of any other Asian people. There was, however, a deep hidden flaw in Westernized Japan which led the Japanese to Pearl Harbor and from there to catastrophic defeat. Douglas MacArthur believes that the Western scientific and industrial techniques which the Japanese acquired cannot be safely left in the hands of people who have not also acquired Western ethics, Western psychology, Western political organization. This conclusion left MacArthur with a choice of trying to destroy the Western techniques or of trying to build up Western ethics and democracy. Eighty million Japanese could not possibly live on those islands without Western techniques. Rather than pursue a policy of mass genocide MacArthur has embarked on a dramatic experiment in controlled social and political democratization. He is sailing uncharted seas, but his experience is of immense importance in the future relationship between the West and all of Asia.

The U.S. must begin to think of the defense of southeast Asia in terms of how to apply to that area what we are learning in Japan.

The U.S. will not begin, however, until it has the will, based on the realization of how dangerous the Communist conquest of all Asia might be. Nor will it begin until it gets rid of the notion that all that is happening in Asia is a simple fight between the imperialists and the patriots.

Unhappily the world cannot get back to Yorktown, Va. It cannot even get back to the queen's garden party at Makassar.



SYMBOL OF FUTILITY in China's losing struggle for order is this discouraged Nationalist soldier, a crewman on one of the planes in futile Taiyuan airlift.

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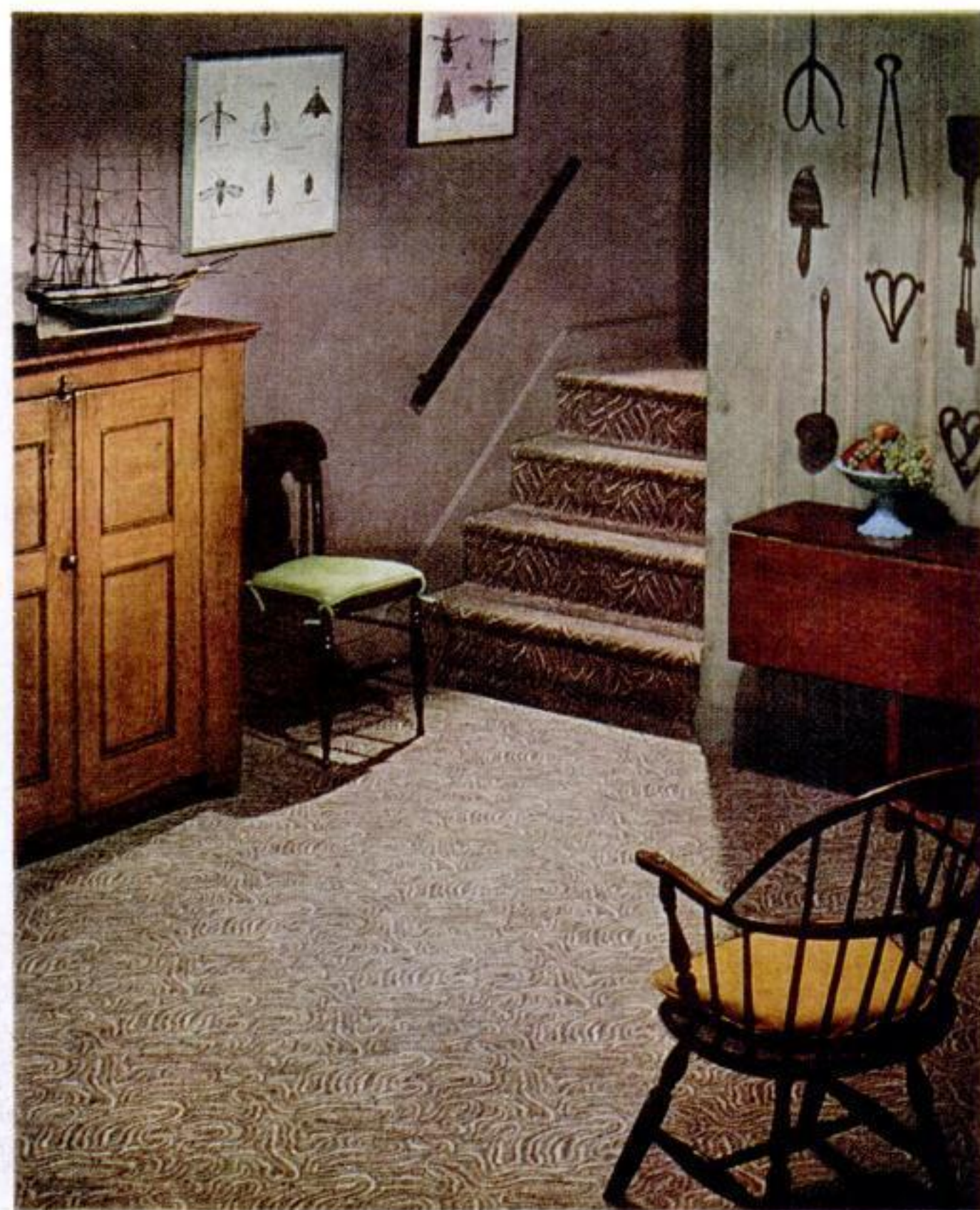
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Left: The essence of luxury underfoot—Bigelow's deep, pillow-soft Sonata 2103-3545. About \$18.95 a sq. yd.*

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MOVIE OF THE WEEK:

Sorrowful Jones

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Bob Hope, as he prays for a pair of pants above, is reaching the heart of the character he is playing: Sorrowful Jones, a faint-hearted, miserly bookie who would steal pennies from a blind man. But when he has to take care of a little girl abandoned by a better in his office and gets involved in complicated maneuvers with gangsters, race horses, and a big-hearted nightclub singer, it turns out that inside he is pure gold.

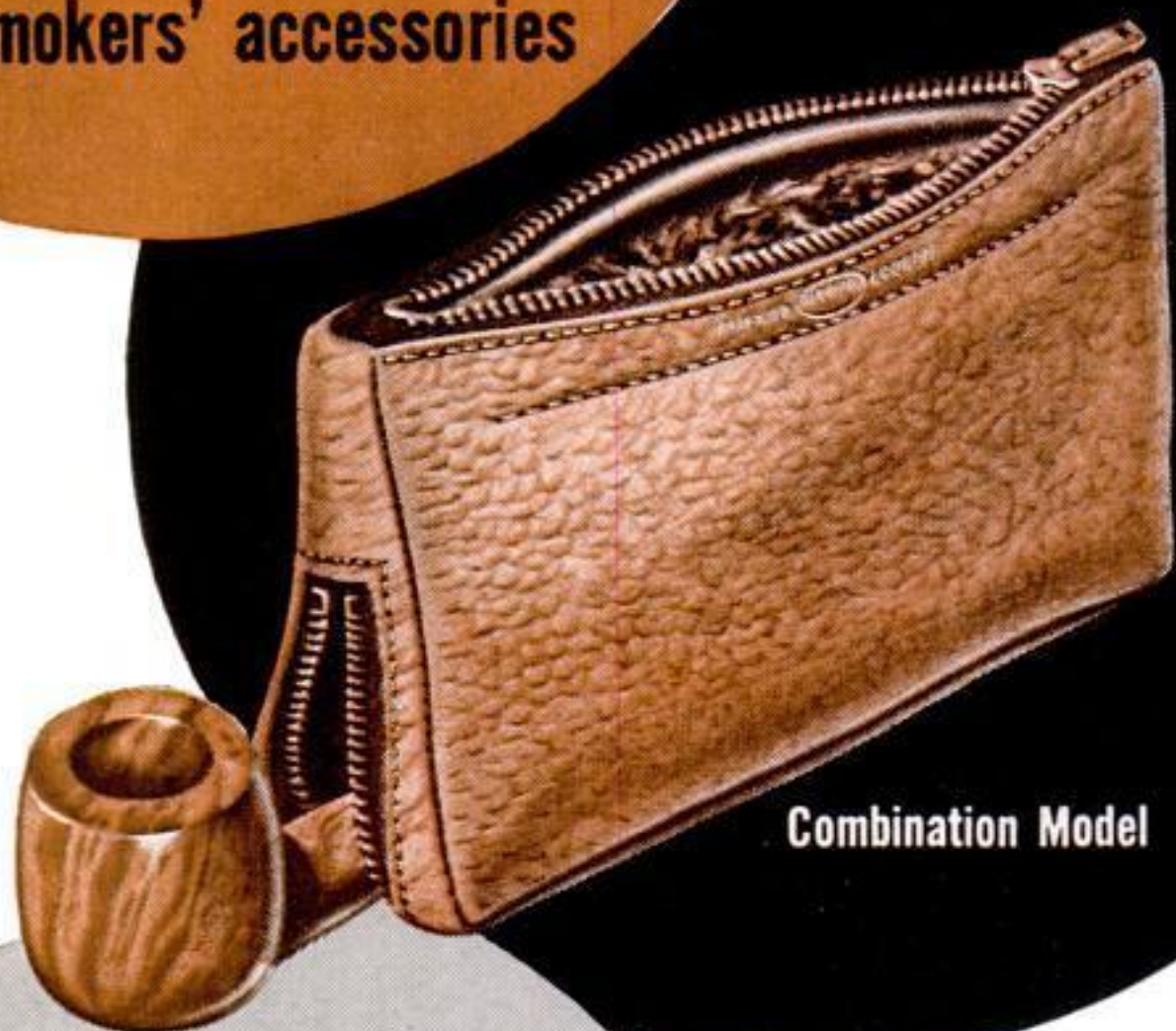
If this plot sounds very familiar to all but the youngest generation of moviegoers, it is because *Sorrowful Jones* is a remake of *Little Miss Marker*,

the film based on the late Damon Runyon's story that made Shirley Temple America's sweetheart in 1934. The waif in this latest version is played by 6-year-old Mary Jane Saunders, who is very cute, but no Shirley. Hope, however, reveals unexpected talents as he translates to the screen the sleazy, sentimental Broadway that Runyon invented, where characters with names like Harry the Horse and Last Card Louie live on the fringe of legality, speak a language never heard on earth or heaven and keep up an everlasting chase for a fast buck between the laughs and the heartbreaks.

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Above: Combination Model pouch of Brazilian Peccary \$10 (Rogers Rarity Pipe \$5). Other models, \$1.50 to \$20. At left: Daily Model holds one day's supply compactly. Beaver Calfskin, illustrated \$2.50. Other leathers, and other models for full pack of tobacco, \$1.50 to \$15.

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"Sorrowful Jones" CONTINUED

HOW TO BRING UP AN ORPHAN



SORROWFUL JONES'S ATTENTION IS DIVIDED BETWEEN A RACING FORM



AT MEALTIME Sorrowful takes waif to a nightclub, feeds her and carries her out later under reproachful eye of his singer friend Gladys (Lucille Ball).



AT BEDTIME Martha Jane puts on sweater Sorrowful stole and wistfully asks, "Is this a nightgown?" "What do you want?" he replies. "Shoulder pads?"

AND KEEP UP WITH THE HORSES



AND A LITTLE GIRL LEFT ON HIS COUNTER AS SECURITY FOR A LOAN

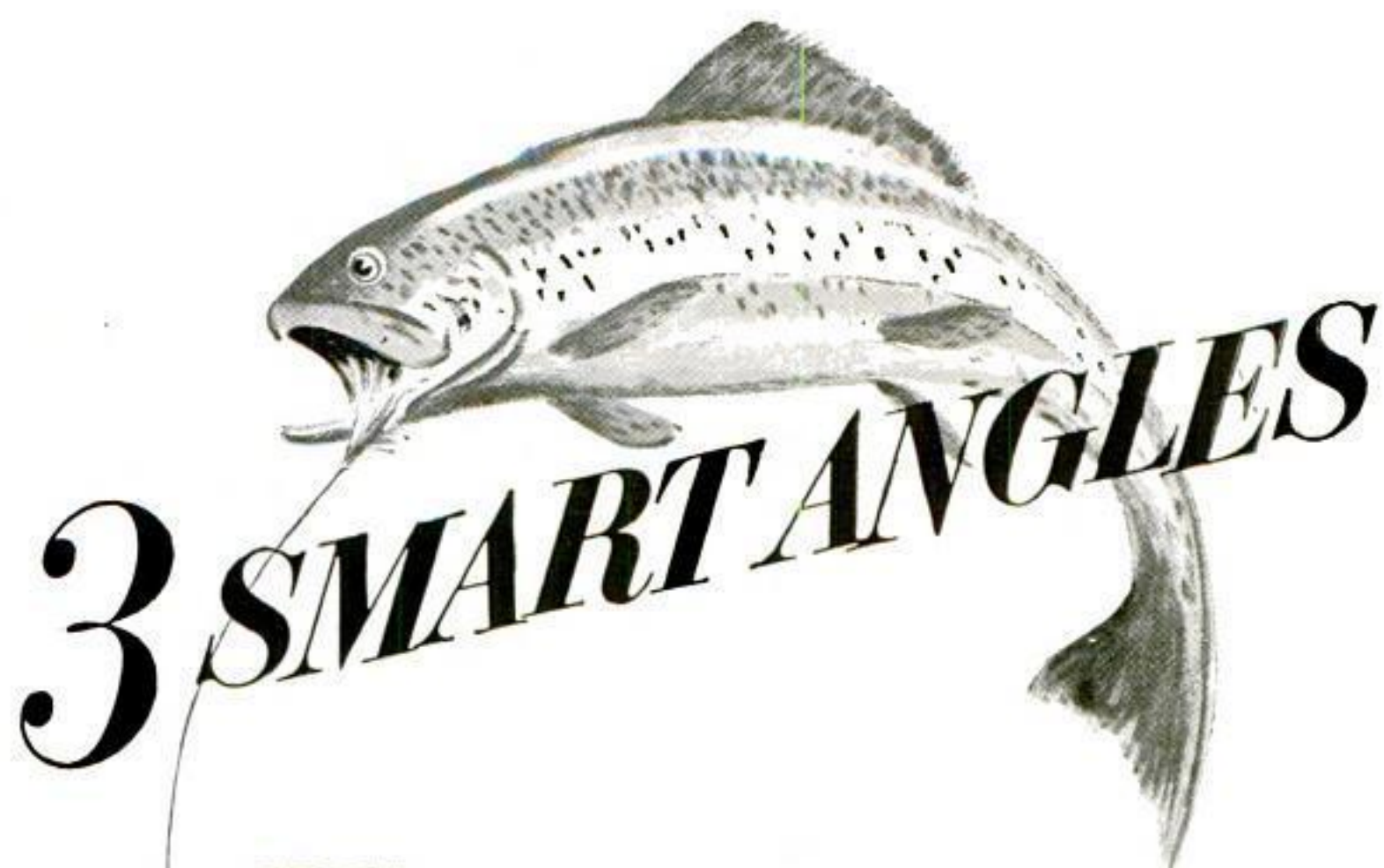


AT BATH TIME Gladys comes to help out. Martha Jane wants Sorrowful to get into the tub with her, but Gladys says, "It might shrink his money belt."



AT SANDMAN TIME Sorrowful croons, "Rockabye baby on the treetop. Here's a smart horse, I'll bet him to show, he'll run in the money, at Pimlico."

CONTINUED ON NEXT PAGE



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PRICE**

America's Greatest
Whiskey Value!

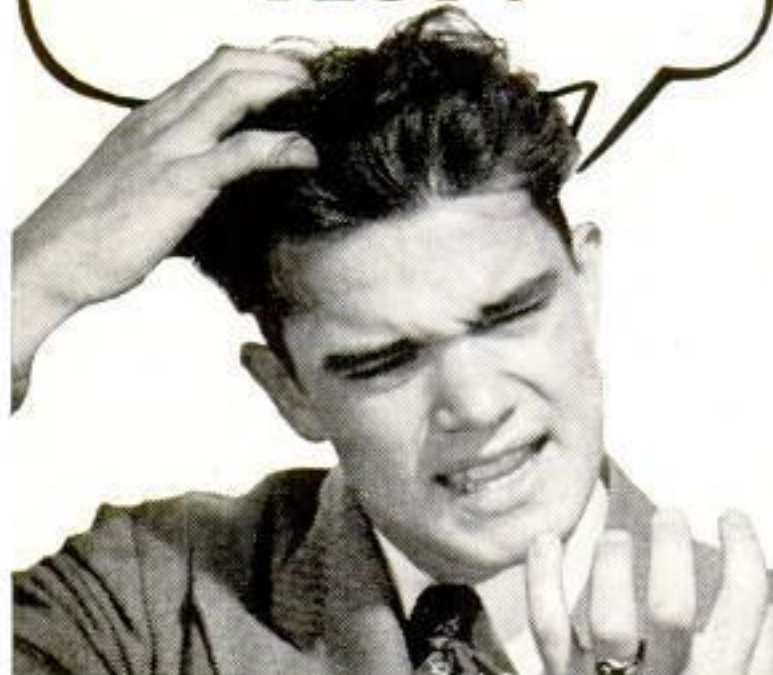


**FLEISCHMANN'S
PREFERRED**

* THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 35% STRAIGHT WHISKIES. 65% NEUTRAL SPIRITS DISTILLED FROM GRAIN. 90 PROOF. BLENDED WHISKEY. THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, N.Y.



CAN YOUR SCALP PASS THE
**FINGER-NAIL
TEST?**



TRY IT! Scratch your head. If you find signs of dryness, loose ugly dandruff, you need Wildroot Cream-Oil hair tonic. Grooms hair...relieves dryness...removes loose dandruff! Contains soothing Lanolin, an oil resembling the natural oil of your skin.

YOUR HAIR CAN LOOK
LIKE THIS WITH NEW
**WILDROOT
CREAM-OIL**



A LITTLE WILDROOT CREAM-OIL makes your hair look and feel good all day long. Grooms perfectly without that greasy plastered down effect. Get a bottle or tube today at any drug counter. Ask your barber for a professional application.

**NOW YOU CAN GET
AMERICA'S LEADING HAIR
TONIC IN NEW 25¢ SIZE!**

IF YOU'VE NEVER used Wildroot Cream-Oil, don't put it off any longer. As little as a quarter buys you days and weeks of smart good grooming that can't be beat. Then you'll know why it's—again and again the choice of men who put good grooming first!

**NON-ALCOHOLIC
Contains LANOLIN**

SMART WOMEN use it for grooming, relieving dryness, training children's hair. Now available in new 25¢ size (also larger economy sizes) at drug counters.

TUNE IN "The Adventures of Sam Spade" Sun. evgs., CBS Network.



"Sorrowful Jones" CONTINUED

THIS WAS SHIRLEY'S VERSION

Fifteen years ago gasps and coos of delight went up in movie houses all over the world when audiences saw Shirley Temple, aged 5, in her first big role, the title part in *Little Miss Marker*. She promptly became top money-making star in Hollywood, held that position till she was 9.



1934 **SORROWFUL** was Adolphe Menjou. When he saw Shirley steal one scene after another from him, he exclaimed, "She's an Ethel Barrymore at 4."



SHIRLEY SINGS *Laugh, You Son of a Gun* in another scene from *Little Miss Marker*. The 1934 version of Sorrowful's girl friend was Dorothy Dell.



1949 **SHIRLEY**, still a star, plays a young mother in *Mr. Belvedere Goes to College* (above). In real life she has a daughter of her own: Linda Susan, one.

alone...

because
she doesn't know



LOVE can be lost...romance ruined if you offend with perspiration odor. So stop it before it starts!

DRYAD — Jergens new kind of deodorant *actually stops the decaying action of bacteria...* the chief cause of embarrassing perspiration odor...before it starts!

Its *complete* deodorizing action keeps you sweet to love and adore.

APPROVED by leading skin specialists. Harmless to clothes.

SMOOTH as face cream as long as it lasts. 10¢, 29¢, 59¢.

Dryad
stops perspiration odor
before it starts



ADVERTISED IN LIFE ... means news of famous products... to 26,000,000 LIFE readers each week

Fast Relief For Hot, Painful Feet

If you can't get your feet off your mind because they torment you unmercifully—just do this and you'll want to tell everybody about your wonderful experience with Dr. Scholl's Foot Balm. Rub your feet with it for a few minutes. You feel its soothing, nerve-quieting, stimulating effect at once. That fiery, aching, sore, tired feeling from exertion and fatigue is soon gone, forgotten. It is amazing how Dr. Scholl's Foot Balm leaves your feet so relieved, rested, refreshed, relaxed and revitalized so quickly. Get a jar today. At Drug, Shoe, Department Stores, Toilet Goods Counters.

**POISON
IVY**
OAK or SUMAC
Stop itching, dry up
blisters quickly, safely.
59¢ **IVY-DRY**

Ahh...  this is for me!

✓ OK
to give me these on
FATHER'S DAY
JUNE 19

(sign here)

(Ps-s-t Pop!—Here's how to get these Brentwood beauties on Father's Day. Just sign here and leave the page open.)



A



B



C



D

don't blow your top, Pop—just drop the general hint that what you really want most on your day is easy, comfortable, finer casual-wear—the Brentwood kind. That means finer detailing, handsome styling, smooth, easy fitting lines, and quality in every stitch.

So, folks, give Dad the easier living of sportswear in Brentwood's handsome proud-to-be-worn basque shirts, sports shirts and swim wear.

you bet it's good...it's a
Brentwood
america's finer
sportswear



E

SCENE A—For action, Dad wears a bold, bright Brentwood basque shirt in fine combed cotton \$3, and smart play trunks \$4.

SCENE B—For resort lounging, Dad prefers this cool Brentwood short sleeve sport shirt \$4, worn over a neat vertical stripe basque shirt \$2 and comfortable play shorts \$5.

SCENE C—For swimming, Dad likes hi-waist boxer trunks with built-in all around supporter \$4, and a fine basque shirt to top it off when needed \$2.

SCENE D—For golf, Dad will want Brentwood's new pullover shirt, the "Poncho," with its lastex knitted bottom in long sleeves \$6, or short sleeves \$5. The basque shirt underneath \$2.

SCENE E—For just good looking casualness anytime, Dad will rave about the extra quality details in Brentwood sport shirts in a choice of 27 new, smart colors, \$6.

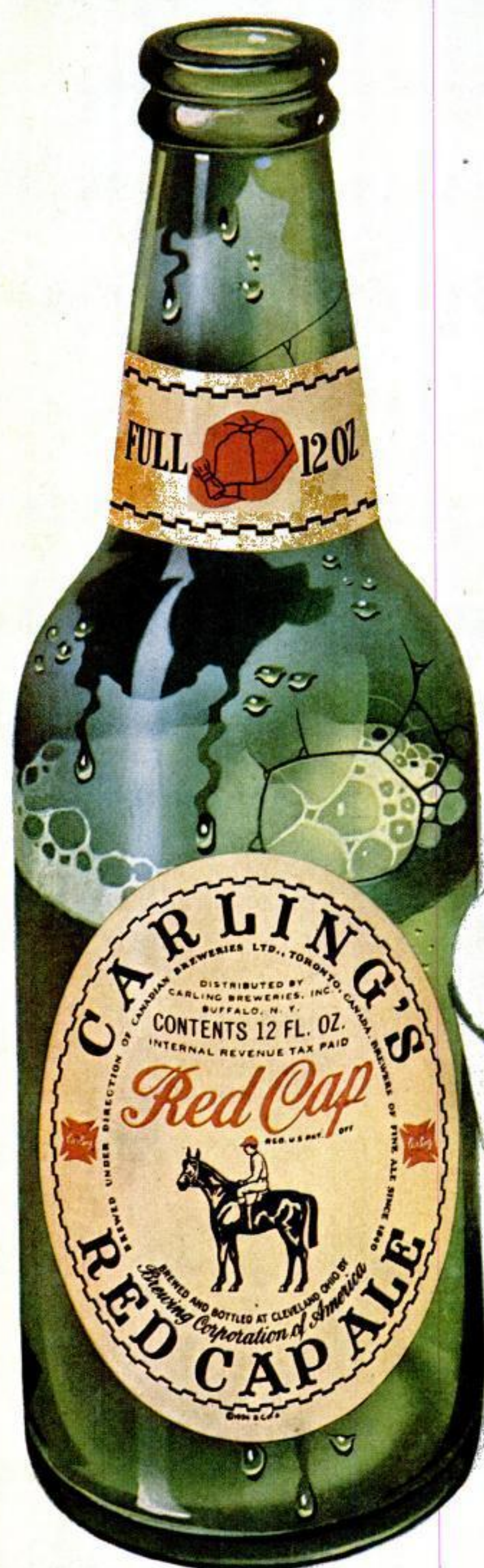
In the Line-up at the Left:

BASQUE SHIRTS: Knitted of soft, fine combed cotton from \$2 to \$4.

SPORT SHIRTS: All washable and styled with finer tailoring touches all around, from \$4 to \$9.

SWIM TRUNKS: Handsomely tailored. Fully tested construction and fabrics, from \$3 to \$6.

At Most Fine Stores Everywhere...or Write to BRENTWOOD SPORTSWEAR • 2200 ARCH STREET • PHILADELPHIA 3, PA.



For 109 years in Canada, now a product of U. S. A., too.

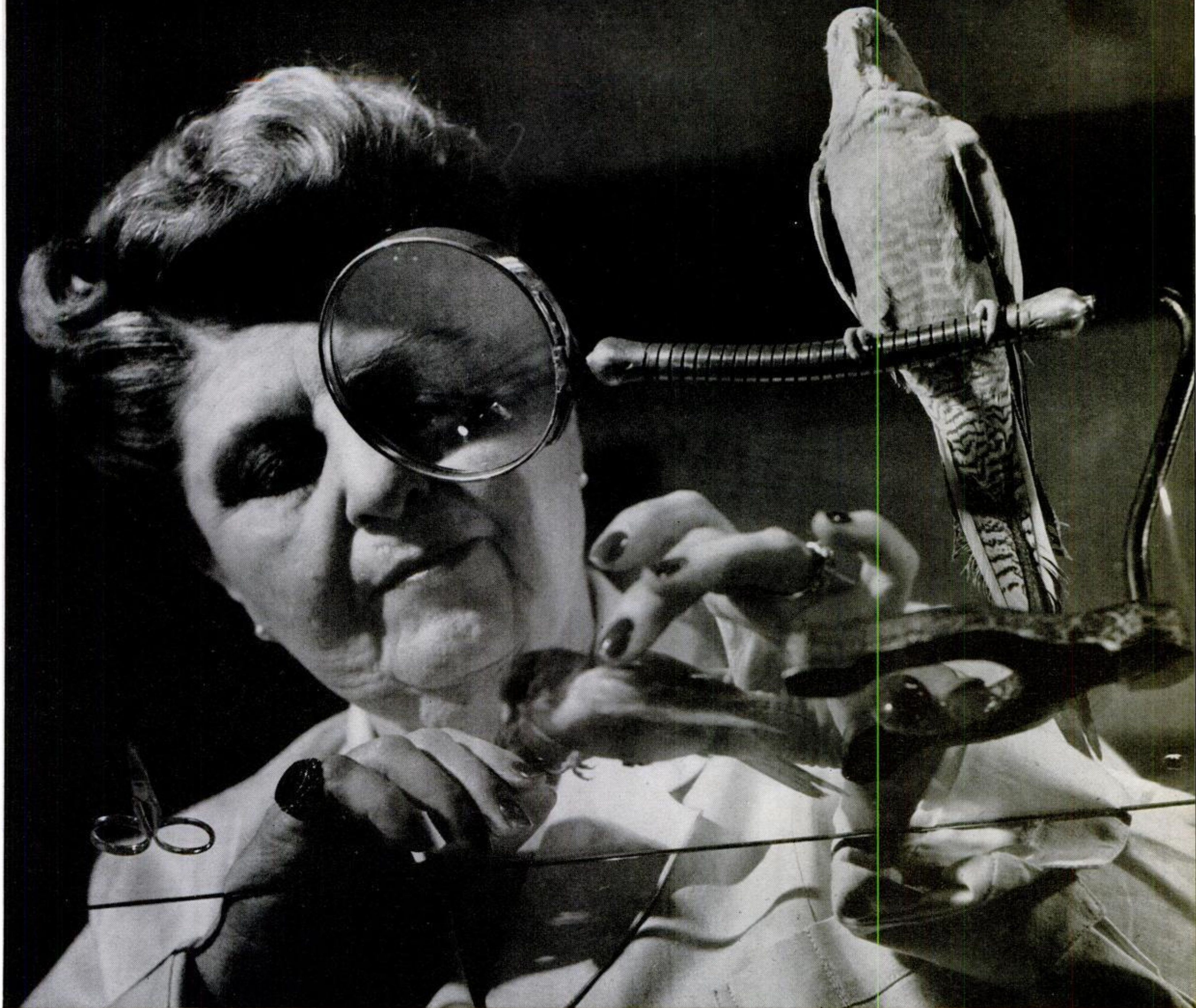
Enjoy Carling's full, delicious flavor . . . Let the jolly Red Cap remind you to call for Carling's.

You see here a great idea for a wonderful outing . . .
complete with the light, bright goodness of Carling's.

CARLING'S *Red Cap* **ALE**

BREWING CORPORATION OF AMERICA, CLEVELAND, OHIO

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WHILE HER OWN PET COCKATEEL LOOKS ON, MRS. MANISERA DIAGNOSES A CANARY'S ILLNESS. A MAGNIFYING GLASS HELPS HER IN SPOTTING THE BIRD'S SYMPTOMS

BUSY BIRD HOSPITAL

It treats everything from corns to gout and sinus

Birdland in Los Angeles is a private hospital for pet birds, one of the largest in the U.S. Every day its waiting room is crowded by worried visitors who often must stand in line to get the doctor's advice on what is wrong with their pets. "Why is Dicky so droopy? Why doesn't he sing? He hasn't eaten in three days." And the hospital's surgeon, dietitian and owner, Idella G. Manisera, patiently explains, "You are keeping the bird on the south side of the house—and it's too hot for him there. . . . Your bird has gout. . . . Your bird has a bad case of sinus trouble."

These consultations, plus the care of an average of 50 resident bird patients, provide a day and night job for Mrs. Manisera and her four assistants. Still she has found the time to develop a special service: the semiannual bird checkup. This includes trimming away of corns, clipping of bill and clearing up of minor ailments such as constipation. All serious cases, such as a parrot which came in with a solidified gizzard, are hospitalized for special treatment. Weekly rates at Birdland, including all food and medicines, average \$2.50—except for parrots, which are so cantankerous that the charge is \$7.



AT HOSPITAL ENTRANCE a man and his ailing parrot meet a woman with two cured patients coming out. Almost as many men as women arrive at Birdland with pets.

Bostonians

... because
they're air-cool



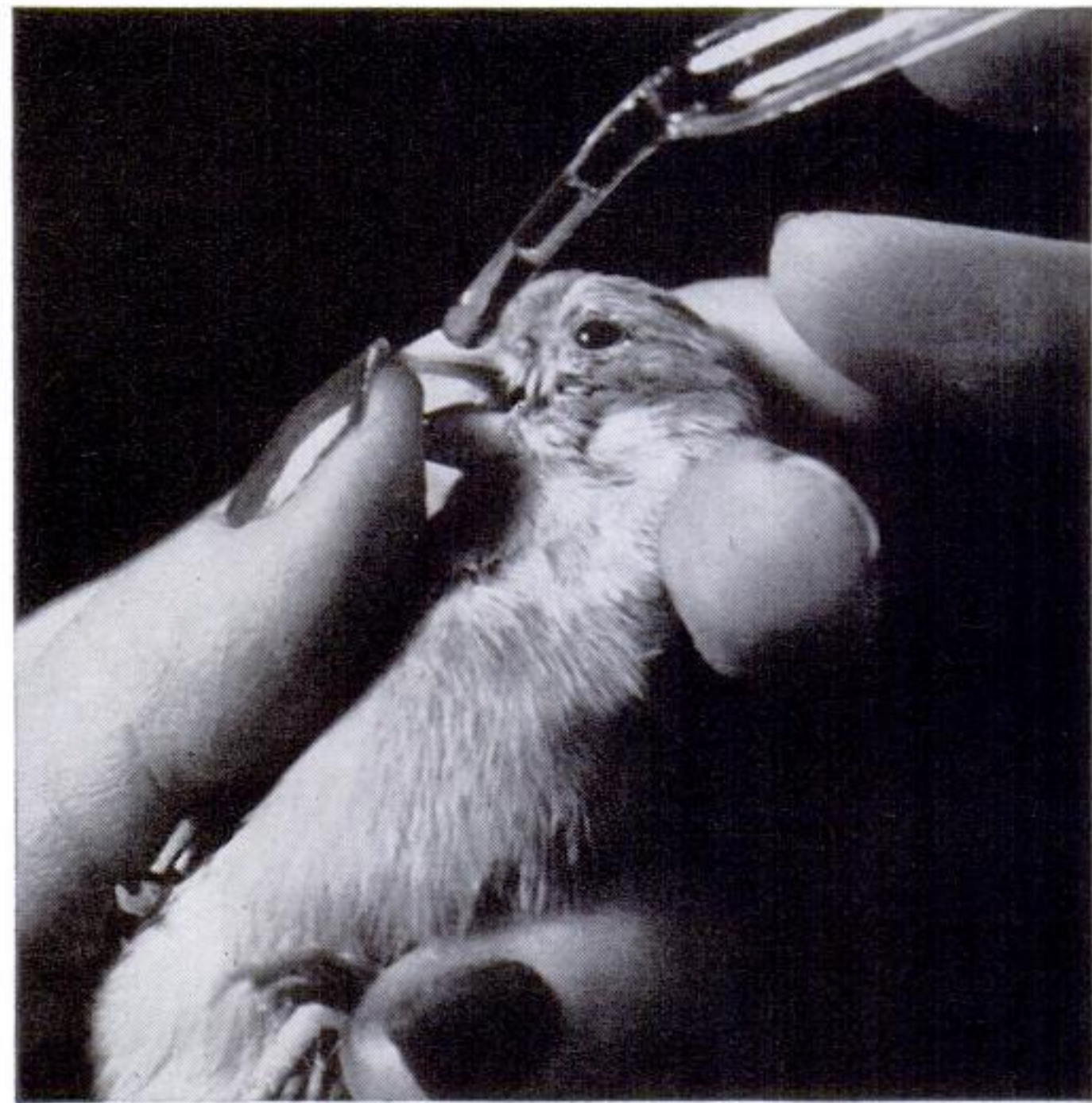
Nylon Mesh Great
innovation for an air-cool
step through summer. Resilient,
durable, nylon mesh...cleans with
a whisk. Light as a breeze,
it lets feet breathe.

Bostonians start at \$13.95

Bostonians

of Whitman Massachusetts

Busy Bird Hospital CONTINUED



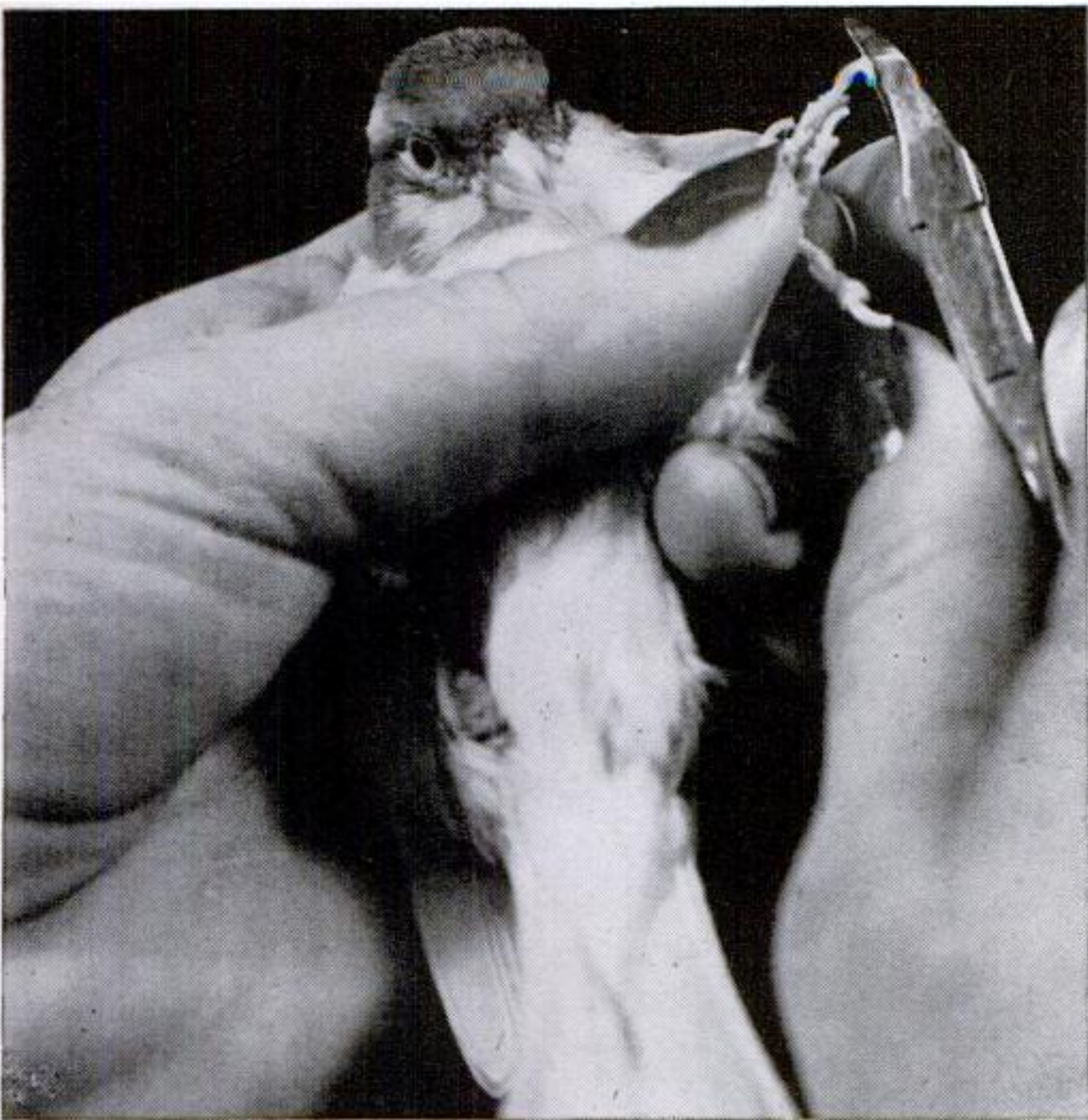
CONSTIPATION is remedied by a drop of oil. Canary's beak must be held open, for if oil is spilled on the bird's feathers it will blister the skin beneath.



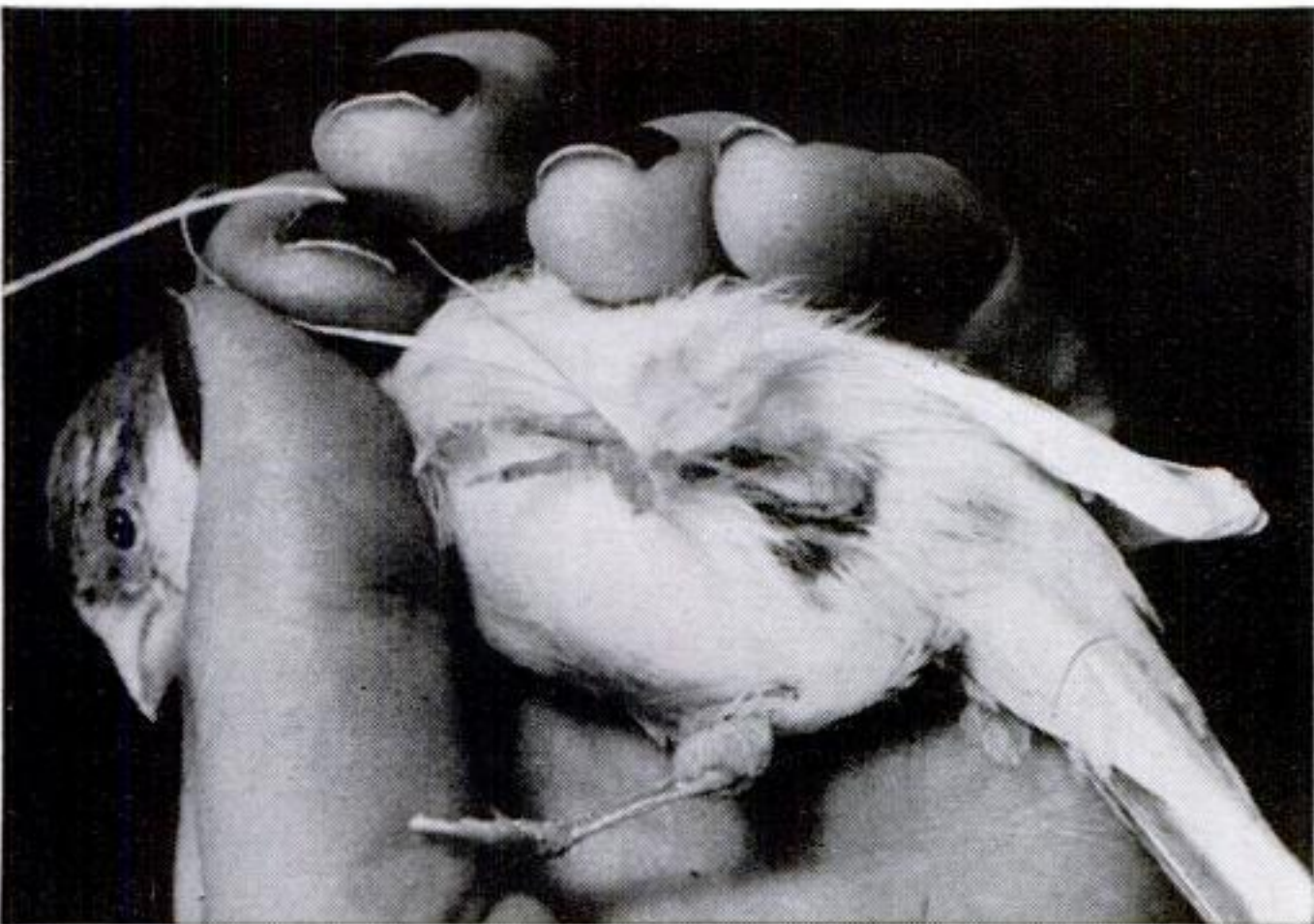
GOUT has stopped blood from circulating in this canary's feet and it can no longer stand upright. As the first part of the cure the callouses will be removed.



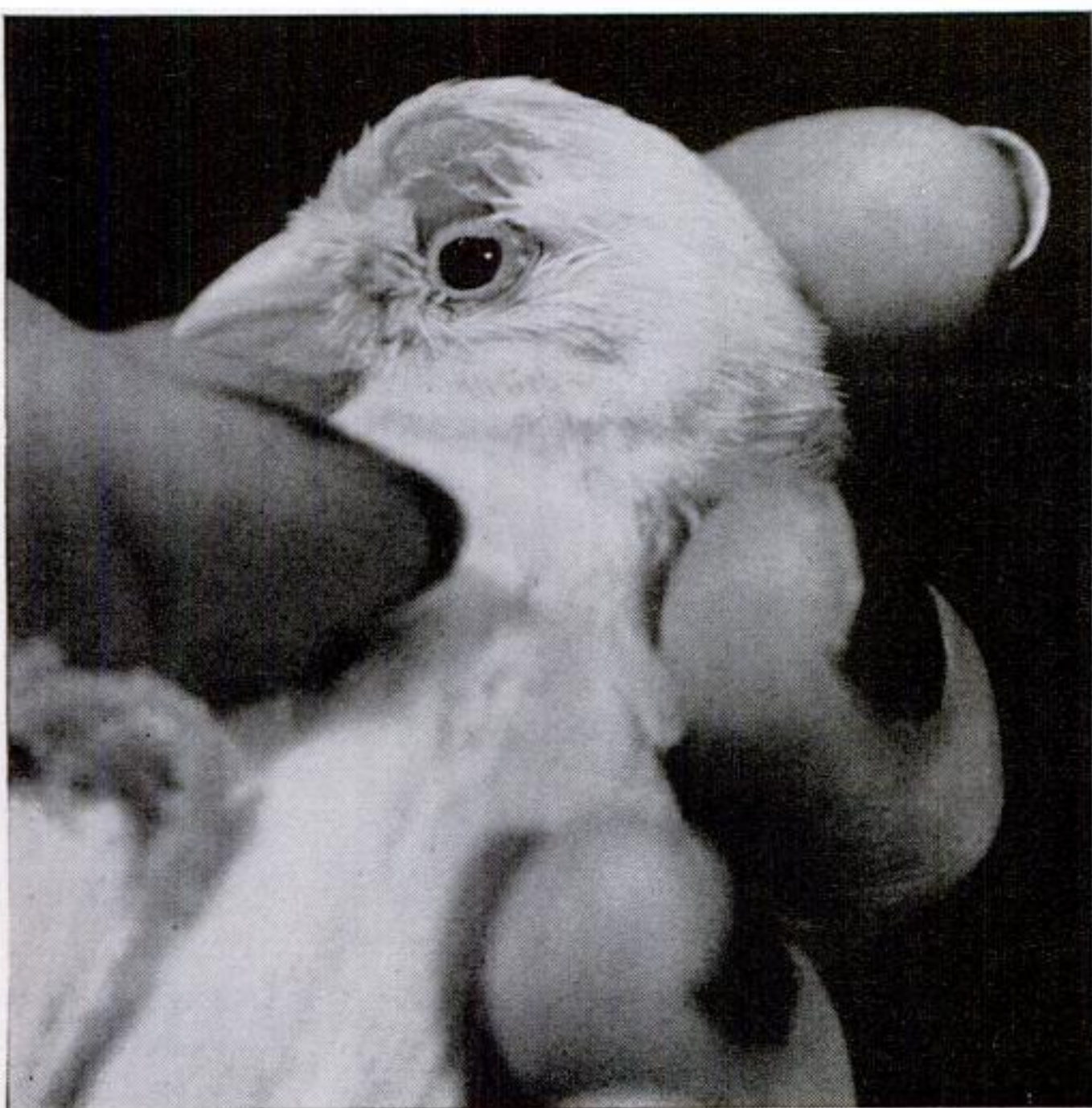
HIGH FEVER causes canary to ruffle up its feathers and so bring cooling air currents next to its skin. This bird died two hours after the picture was taken.



CORNS are removed and toenails trimmed down during a routine physical checkup. Canaries often get corns from continually standing around on perches.



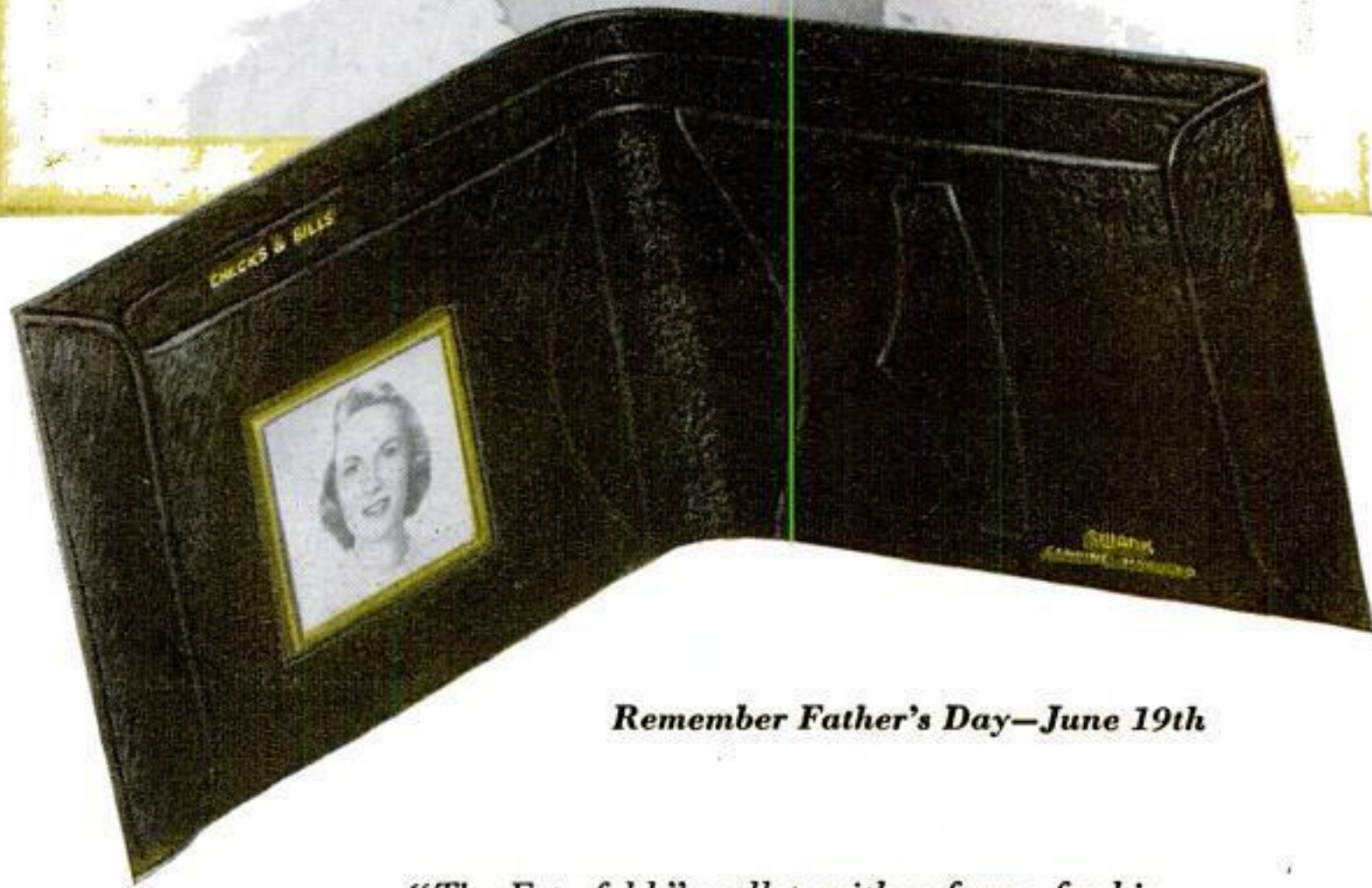
BROKEN LEG is supported in a sling of canary's own feathers, which is held in place against the bird's chest by string. Mrs. Manisera never uses splints.



SINUS TROUBLE has settled just above a canary's eye and caused it to lose feathers there. Birdland uses a vapor spray on sinus infections and pneumonia.

CONTINUED ON NEXT PAGE

Picture of Perfection



Remember Father's Day—June 19th

"The Foto-fold," wallet, with a frame for his favorite picture of you, is another SWANK exclusive. In rich-looking black or brown morocco, \$5.00 plus Federal Tax.

Always look for the name SWANK on all our products



SWANK — © Swank, Inc., Attleboro, Mass.



YOUR FAVORITE STORE KEEPS FLEER'S DUBBLE BUBBLE RIGHT UP FRONT ... HANDY FOR YOU!

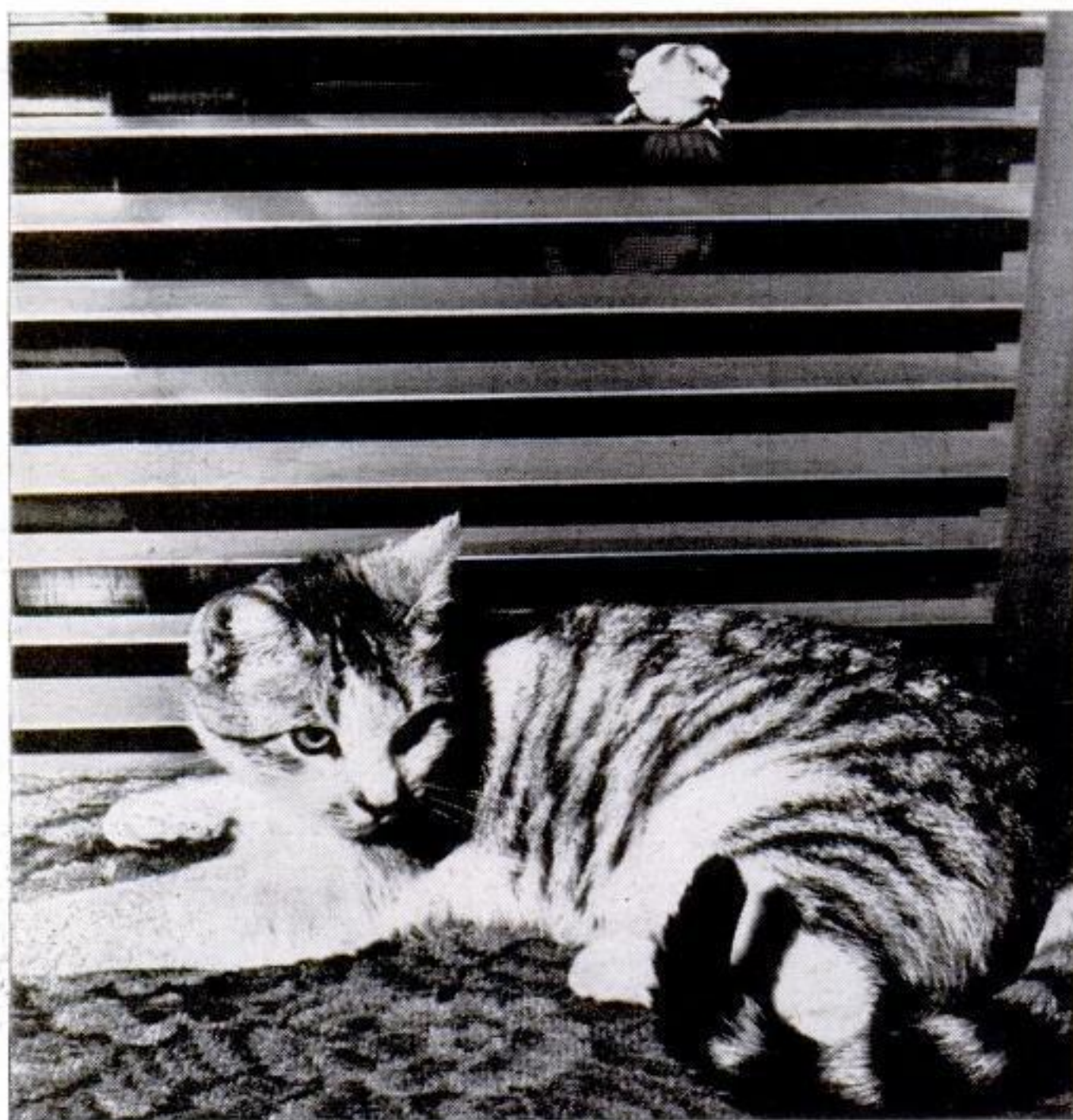
Busy Bird Hospital CONTINUED



WAITING ROOM at Birdland is crowded with bird owners who are working their way up to Mrs. Manisera (background) in her consultation room.



CURED BIRD is returned to its worried owner by Mrs. Manisera, along with a stiff lecture on the improper diet which had caused this canary's illness.



BORED CAT named Kitsy lives with Mrs. Manisera at hospital. Kitsy is so sick of having canaries around he no longer even bothers to look at them.



CROSLEY of U.S.A. — leads the way

Here's the new economy car styled for the U.S.A.—made in the U.S.A. Larger, longer body lines, a clean sweep of design that's truly American.

New Crosley Station Wagon (above) is the biggest selling station wagon in the world. Sleek body lines. Seats 4, or 2 with $\frac{1}{4}$ ton load. All steel. No increase in price. New Crosley Sedan Deluxe (below) is bigger, with speed-line styling, rich interior, choice fabrics. Seats 4 with ample luggage room.

All 5 new Crosley models—including Convertible, Panel Delivery and Pick-up Truck—look big, feel big, act big—cost little to buy or drive. Powerful Crosley engine takes steep hills in high, gives you up to 50 miles on a gallon of regular gasoline. And a Crosley costs less than an 8-year-old, high upkeep used car. Prices range downward from the Station Wagon at only \$929 F.O.B. Marion, Indiana.

For complete new catalog, write your name and address on the margin of this page, tear out and send to Crosley Motors, Inc., 2530-EF Spring Grove Ave., Cincinnati 14, Ohio.

CROSLEY
A FINE CAR



flower-fresh ...
just wonderful!
for golden-crust
donuts at their best



MADE BY BETTER BAKERS / SOLD BY BETTER GROCERS
Enjoy them at Mayflower Shops, coast-to-coast

Remember!
IT TAKES 4 PINTS
OF CREAM TO MAKE
ONE POUND OF
BUTTER

AMERICAN DAIRY ASSOCIATION
Chicago 6, Illinois



Made by the makers of Marlin Guns



H-INSPIRING !

In places, the Grand Canyon is over a mile deep. An awe-inspiring drop! This bottle of Seagram's 7 Crown is only 10 inches deep...but every drop is ah-inspiring...because every drop is pre-war quality at its magnificent best.

Say Seagram's and be Sure... of Pre-War Quality

SEAGRAM'S 7 CROWN. BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS. SEAGRAM-DISTILLERS CORPORATION, CHRYSLER BUILDING, NEW YORK

New! For FATHER'S DAY *Only*

EARLY AMERICAN
Old Spice

TRAVEL KIT

For the price of
the contents alone*

1.95



Travel Size
After Shave
Lotion (leak-proof stopper)
.75

Travel Size
Talcum
for Men
.60

Full Size
Brushless or
Lather Cream
.60

*NO CHARGE for this handsome, water-repellent, flexible plastic kit—contents alone sell for 1.95

The brisk, clean, fresh scent men like! Superlative quality! Stalwart man-size containers! . . . that's Old Spice for Men, that's the way to give Dad that "top-of-the-world" feeling every time he shaves.

SHULTON

Rockefeller Center, New York 20, N. Y.



Lather Cream
.60



Brushless Cream
.60



Talcum .75
(Travel Size .60)



Cologne
1.00 and 1.75



Lotion
1.00 and 1.75
(Travel Size .75)



Shave Mug 1.00
(Refill .65)



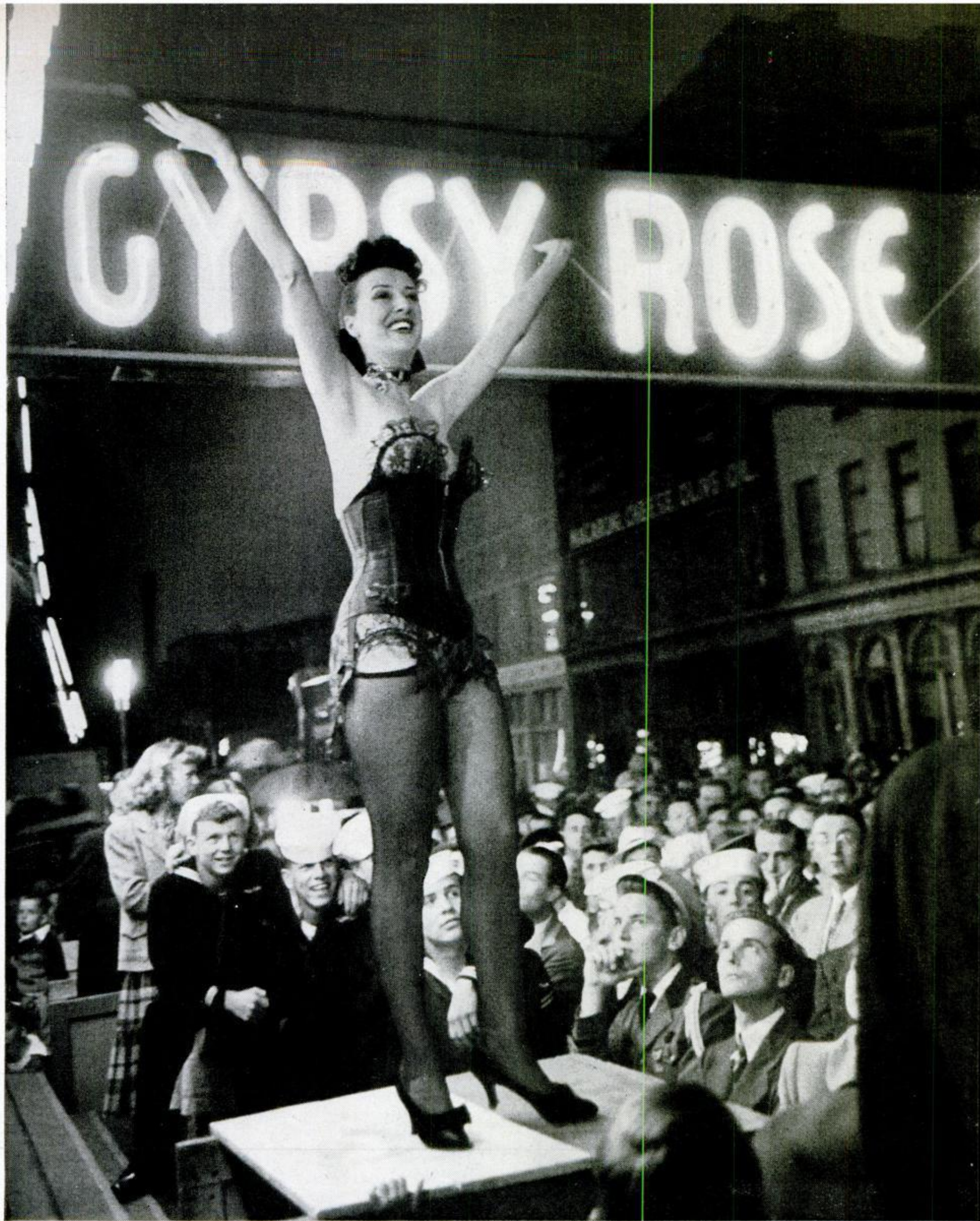
Shave Stick
.75



Gift Sets 1.25 to 6.00
(Set Shown—Mug, Lotion, Talcum 3.00)

PRICES PLUS FEDERAL TAX EXCEPT SOAP

GYPSY JOINS THE "CARNY"



GYPSY BALLYHOOS SHOW, SAYS, "FOR \$10,000 A WEEK I CAN AFFORD TO CLIMB THE SLAVE BLOCK ONCE IN A WHILE"



GYPSY'S ADMIRERS fight to purchase tickets for her strip-tease show. The carnival in which she is featured will play this year to an estimated 17 million people.

SHE GOES ON JUNKET WITH A GIRLIE SHOW

"I'm probably the highest paid outdoor entertainer since Cleopatra," announced Gypsy Rose Lee recently, "and I don't have to stand for some of the stuff she had to." Confidently taking her place among history's great ladies, Gypsy has for the first time in her life gone outdoors professionally. At Memphis, Tenn. last month she began a six-months' tour with the world's largest carnival, The Royal American Shows. For a minimum guarantee of \$10,000 a week, plus a fat percentage of the gross above that, Gypsy will do her celebrated strip tease on the "carny" route all across the country to Saskatoon, Saskatchewan. Her salary is not all gravy because she must pay for the roustabouts, musicians and girlie line that work in her 40-minute show. But giving 8 to 15 performances a day in a 1,400-seat tent at one dollar admission, Gypsy Rose Lee is doing all right.

As "carny" performers go, Gypsy has it soft. She lives in her own trailer with her third husband, the noted Spanish painter, Julio de Diego. With them is her 4-year-old son Erik and his nurse. Julio, who loves to cook, sets up a stove behind their trailer and does a wonderful job on fish and fried chicken. Gypsy, who loves to fish, carries an elaborate angler's kit, and whenever the show plays near a river, goes out and hooks fish as ably as she does customers.



GYPSY REHEARSES POLLY NELSON IN BALLET DANCE ROUTINE WHICH GIVES CUSTOMERS ART ALONG WITH SEX



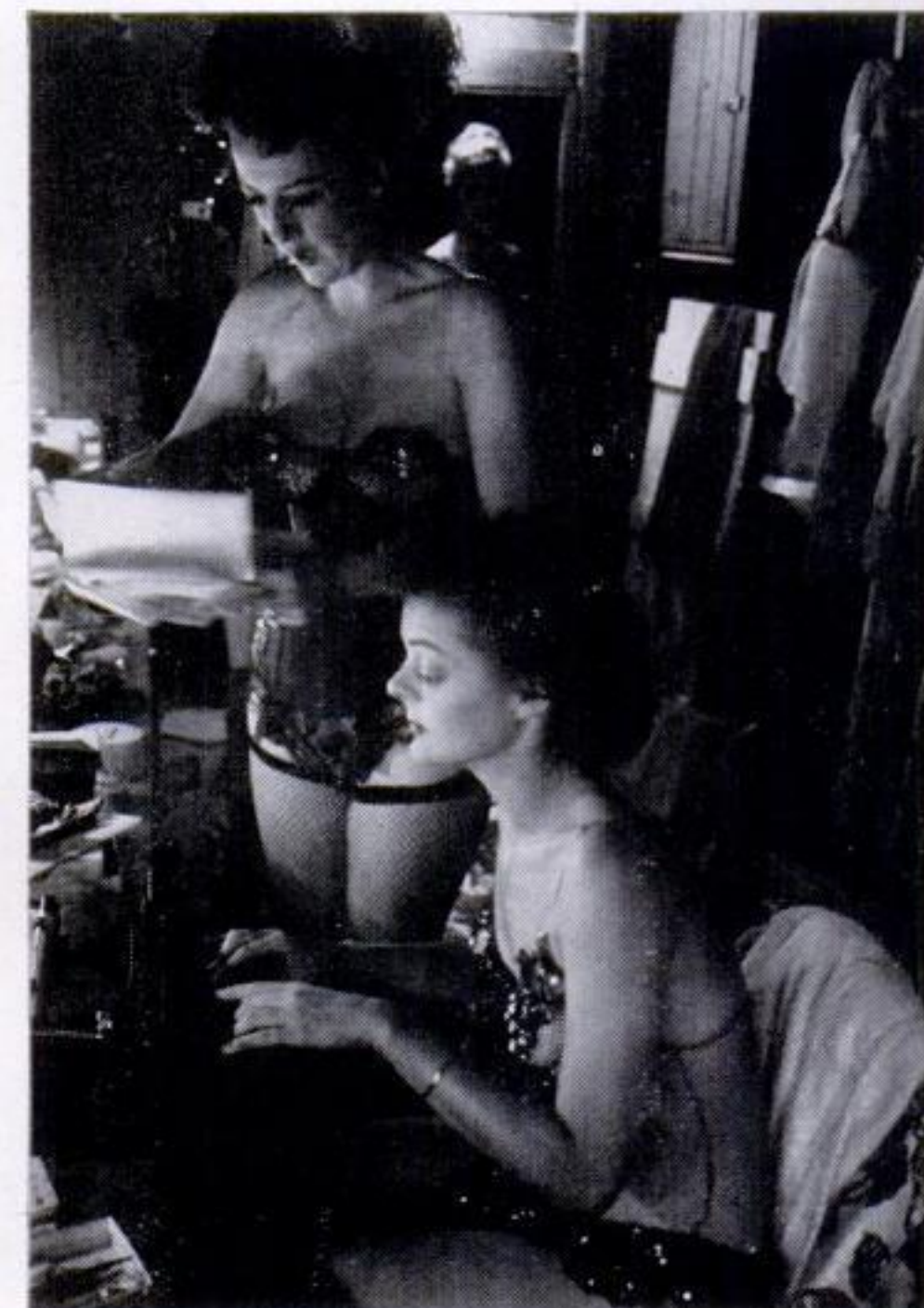
IN A REVERSE STRIP-TEASE ACT, GYPSY INTRODUCES



GYPSY IN ACTION romps through famous strip tease as if she were kidding the audience instead of enticing it.



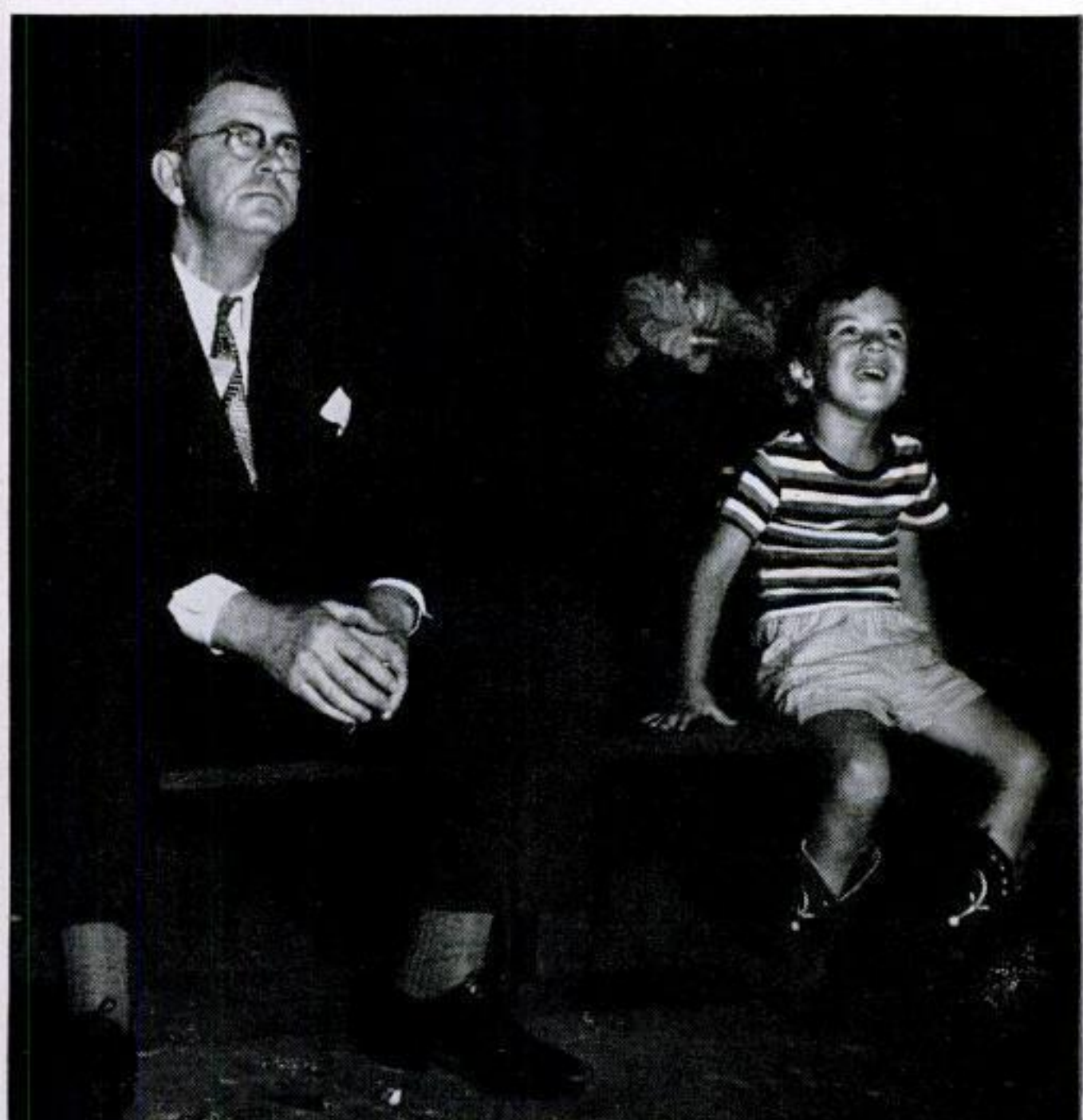
GYPSY SEWS and designs all costumes, coaches girls on how to saunter sexily. Here she fixes up Dorothy Denke.



GYPSY DICTATES a letter to her secretary, Brandy Bryant, who doubles up by doing a strip bit in the show.



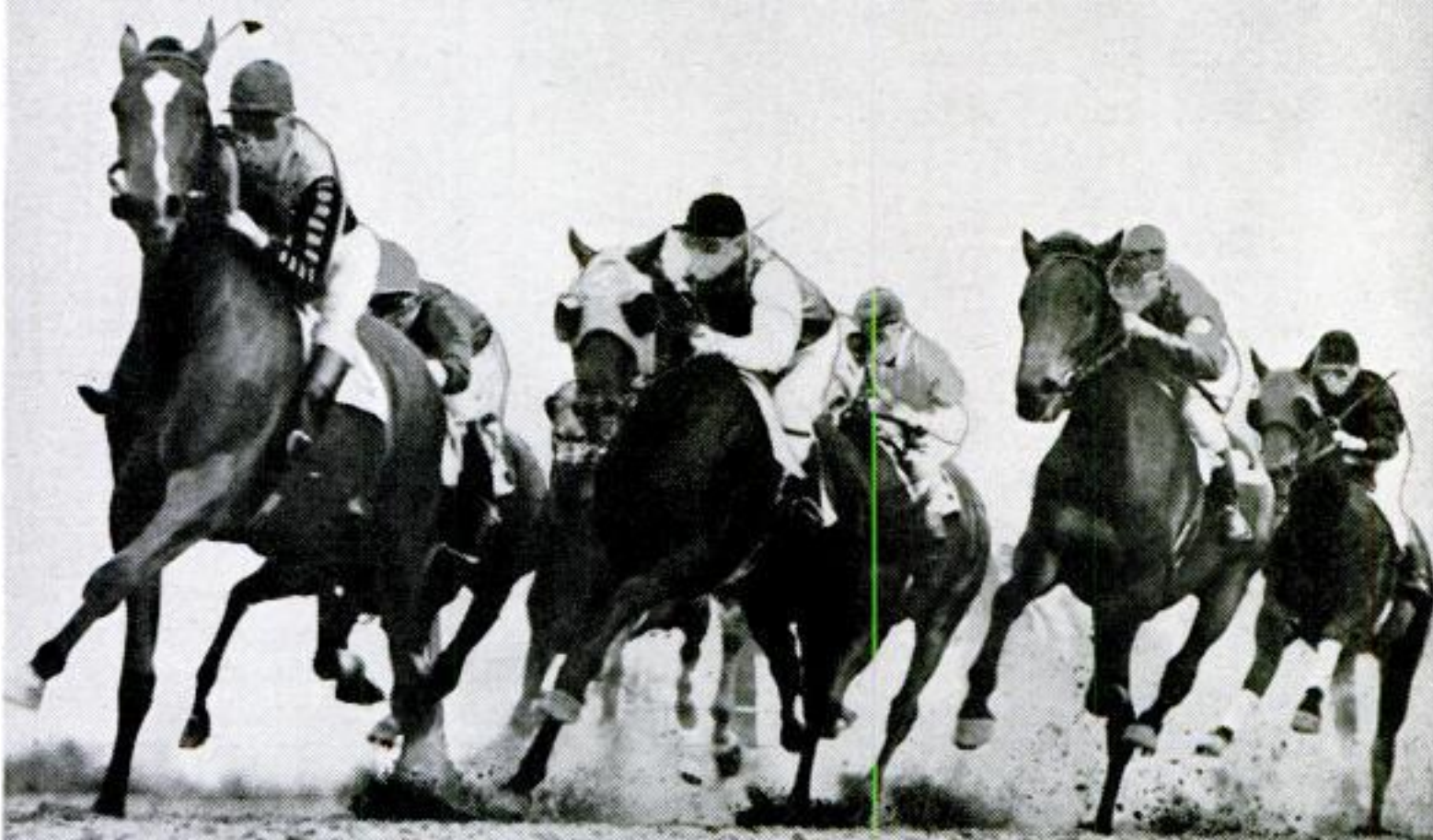
NEAR-NUDES LIKE FLORENCE BAILEY, AND DRESSES THEM ON THE STAGE



GYPSY'S SON Erik sat next to Memphis censor at show. Delighted with the act, Erik piped up: "That's my mommy! Can your mommy do that?"

CONTINUED ON NEXT PAGE

1,674 RACES!*



THAT'S HOW AMAZINGLY LONG THIS
PORTABLE RADIO BATTERY LASTS!



No. 467

● It's a powerhouse! It lasts ... and lasts ... and LASTS. It's the famous, small "Eveready" "B" battery for portable radios. Like all "Eveready" radio batteries, it's *The Battery With "Nine Lives."* You know how an active cat will cat nap—wake up—and *bounce back* with new pep. This battery works on that same principle ... recovers power (see note) between uses. *Bounces back* for extra life. So much extra life that the battery shown will last 1,674 races—and larger sizes, more than 6,696 races! Insist on "Eveready" brand batteries — for longer life!

Note: Due to the electro-chemical regeneration of the depolarizer.

THE BATTERY WITH "NINE  LIVES"

The registered trade-marks "Eveready" and "Mini-Max" distinguish products of
NATIONAL CARBON COMPANY, INC.
30 East 42nd Street, New York 17, New York
Unit of Union Carbide  and Carbon Corporation

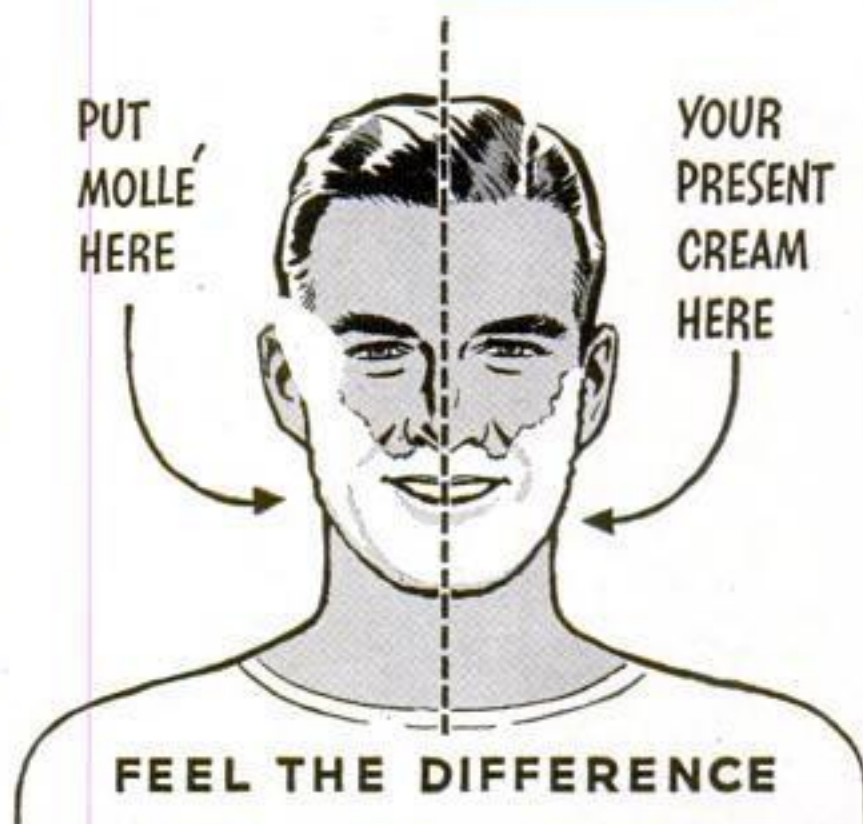
* With a set of average drain. Based on 10-year
Kentucky Derby average time of 2:04 minutes per race.

25¢ will get you 50¢

IF YOU DON'T GET THE FINEST SHAVE YOU
EVER HAD WHEN YOU MAKE THE "MOLLÉ TEST"

Double your money back on
the 25¢ tube if not completely
convinced!

1. When convenient, skip a shave.
2. Next day, when your whiskers are at their longest and toughest, put your present cream on half your face.
3. Put Mollé, the heavier brushless cream, on the other half. Spread it thin!
4. Go over your face JUST ONCE with your razor... and feel the difference.



Double your money back...



... if Mollé does not give you the best shave you ever had in your life. Get a tube today.

If this test does not convince you, just mail us back the Mollé tube. Address, Box 49, New York 8, N.Y. This offer expires December 31, 1949. Only one refund per customer.

THE HEAVIER BRUSHLESS CREAM



BRING **New Worlds**

BEFORE YOUR EYES

with the

NEW

Wollensak

BINOCULARS



8x, 30
Prism Binocular

Move the majestic mountains to you... enjoy fully their grandeur... the distant colors. See the close ones at ball games, the dash to the wire at the tracks. Thrill to close-up sights everywhere. Enjoy true perspective, stereoscopic depth with Wollensak binoculars. Superbly built, smartly styled, durable. Fine, coated optics give clear brilliant images. Price 8x, 30 is \$105... 6x, 30 is \$90. Leather carrying case included. ... Write for literature.

SOLD AT SPORTING GOODS, OPTICAL, PHOTO STORES

Wollensak OPTICAL CO.
ROCHESTER 5, N. Y.

1899-1949

50th ANNIVERSARY

PHOTO LENSES, SHUTTERS... BINOCULARS



He gets a basic,
balanced diet!

Lucky dog—he gets MILK-BONE TINY BITS every day! And because this nutritious food mixes so well with table scraps or soup, his diet can be tailored to his individual needs—and as varied as you care to make it! Economical, too, because you add the liquid to this meaty, concentrated food! Baked for purity and easy digestion, MILK-BONE TINY BITS are sealed in lined cartons. Order some today!



MILK-BONE TINY BITS contain nutrients your dog needs: Vitamins A, B₁, B₂, D, and E... Meat Meal... Fish Liver Oil... Whole Wheat Flour... Minerals... Milk.

NATIONAL BISCUIT COMPANY

Gypsy Rose Lee CONTINUED



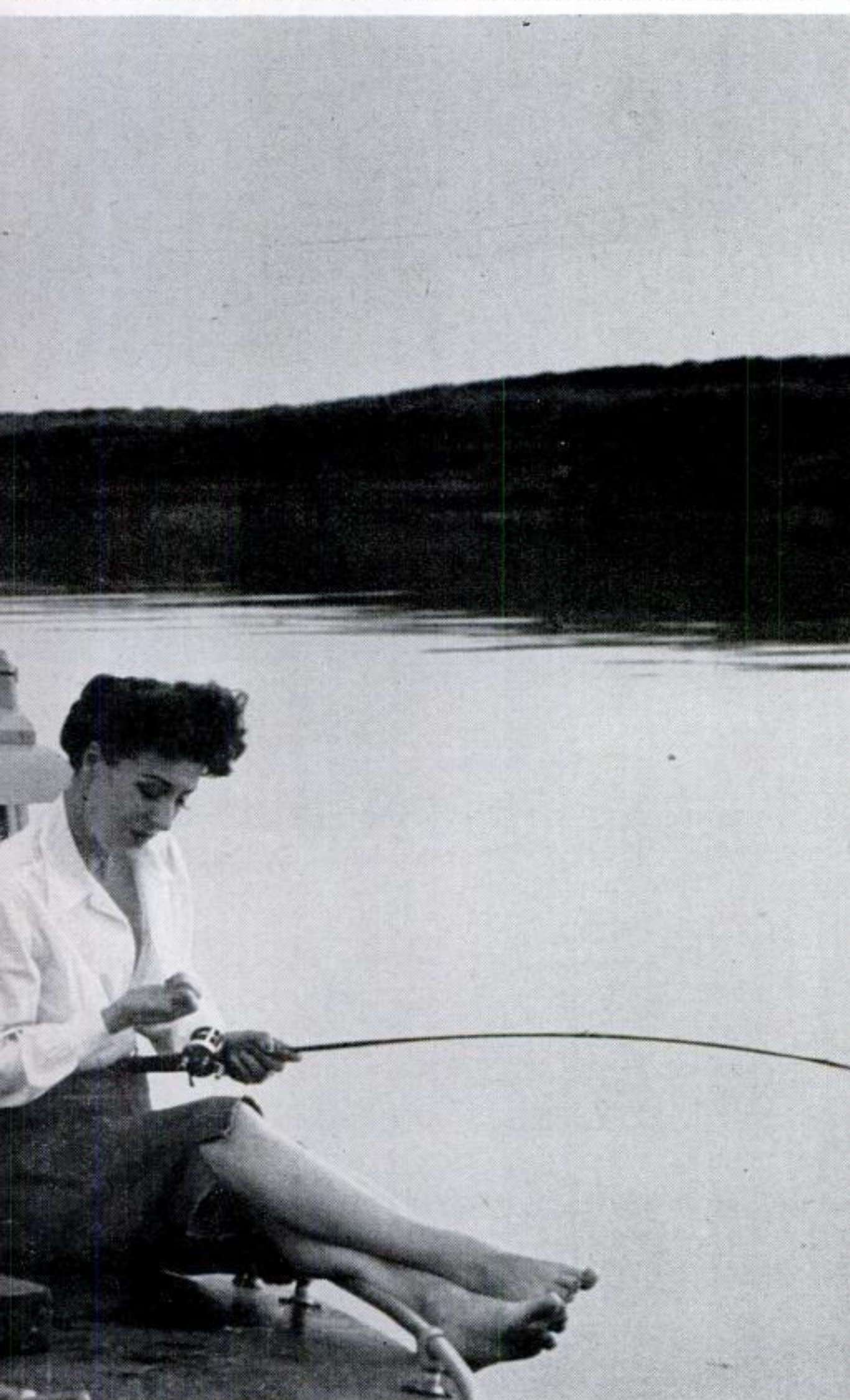
GYPSY'S HUSBAND Julio, who also has girlie show in the carnival, paints the entrance while Gypsy and son watch. His attraction is called *Dream Show*.



BETWEEN SHOWS Gypsy and family manage to sneak off for sundown fishing on Wolf River, where Gypsy caught a catfish. Gypsy thinks nomadic



GYPSY'S FRIENDS in carnival include a sword swallower, fire-eater and this cheerful bearded lady, Percilla Bejano, whose husband is Alligator Man.

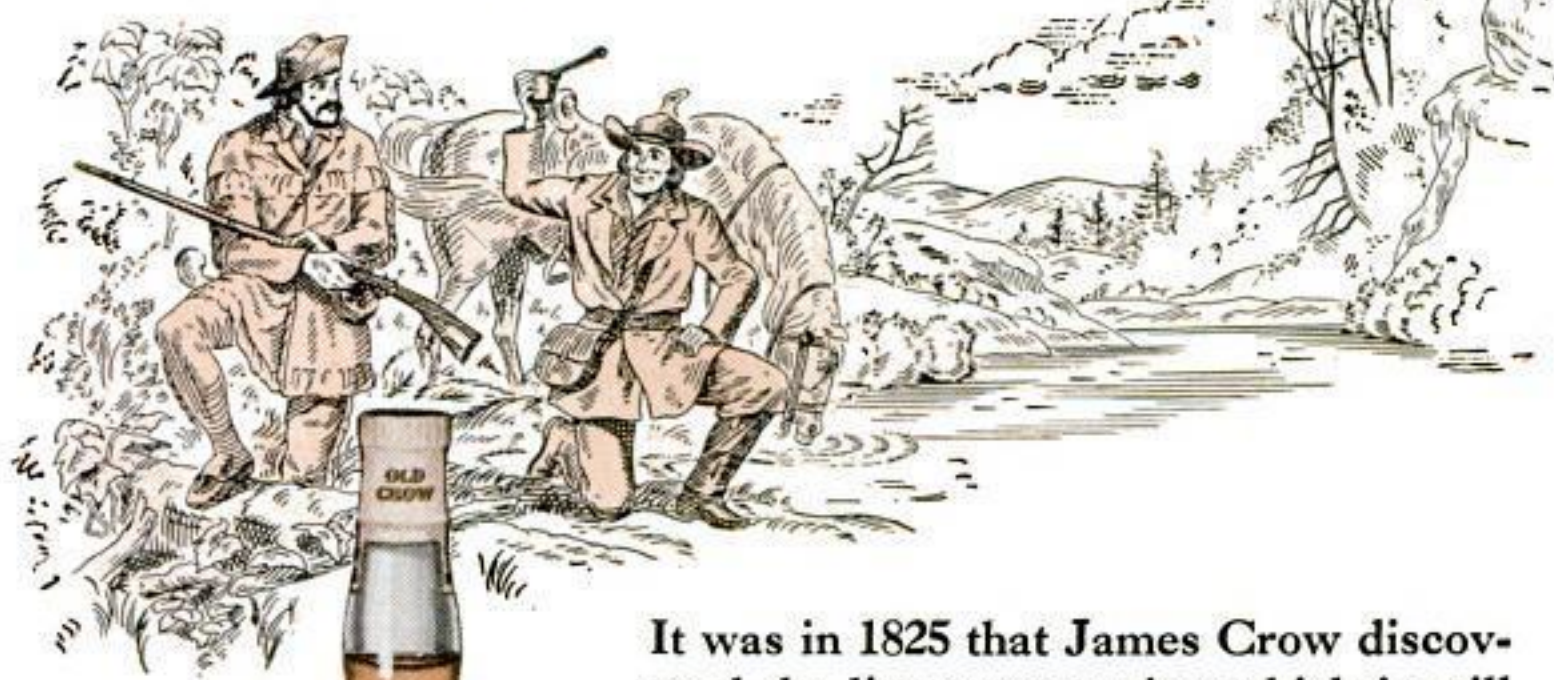


carnival life has it all over working on Broadway or in Hollywood. "I can live in my trailer," she observes, "see the country, and also get a lot more fishing done."



A TRULY GREAT NAME

*Among
America's Great Whiskies*



It was in 1825 that James Crow discovered the limestone spring which is still used today in distilling Old Crow. The years have not altered the matchless quality of this great Kentucky whiskey. *Those in the know ask for Old Crow.*



**KENTUCKY STRAIGHT
BOURBON WHISKEY**

100 Proof • National Distillers Products Corporation, New York, N. Y.



"CLOSED TO VISITORS" sign does not discourage Congressman Clinton McKinnon's sons Dan, 15, and Mike, 9, who get books from the private reading room of the Library of Congress.

Life's Visit



INSPECTING AN F-80 JET PLANE and trying on crash helmets are privileges enjoyed by congressmen's sons. Here David Cole, aged 12, explains (with

Washington's

The children of congressmen live in a world of

Just about the best thing a father can do to give his children a rounded education is to get himself elected congressman or senator. For congressional kids share nearly all the privileges of their parents and practically none of the responsibilities. They can watch the House or Senate business right on the floor. They can study committee hearings from a vantage point behind their fathers' seats (p. 151). They live in a wonderful little official world of private elevators, senatorial limousines, exclusive dining rooms and kindly, appropriations-wise government functionaries. If one of the youngsters feels like climbing to the top of

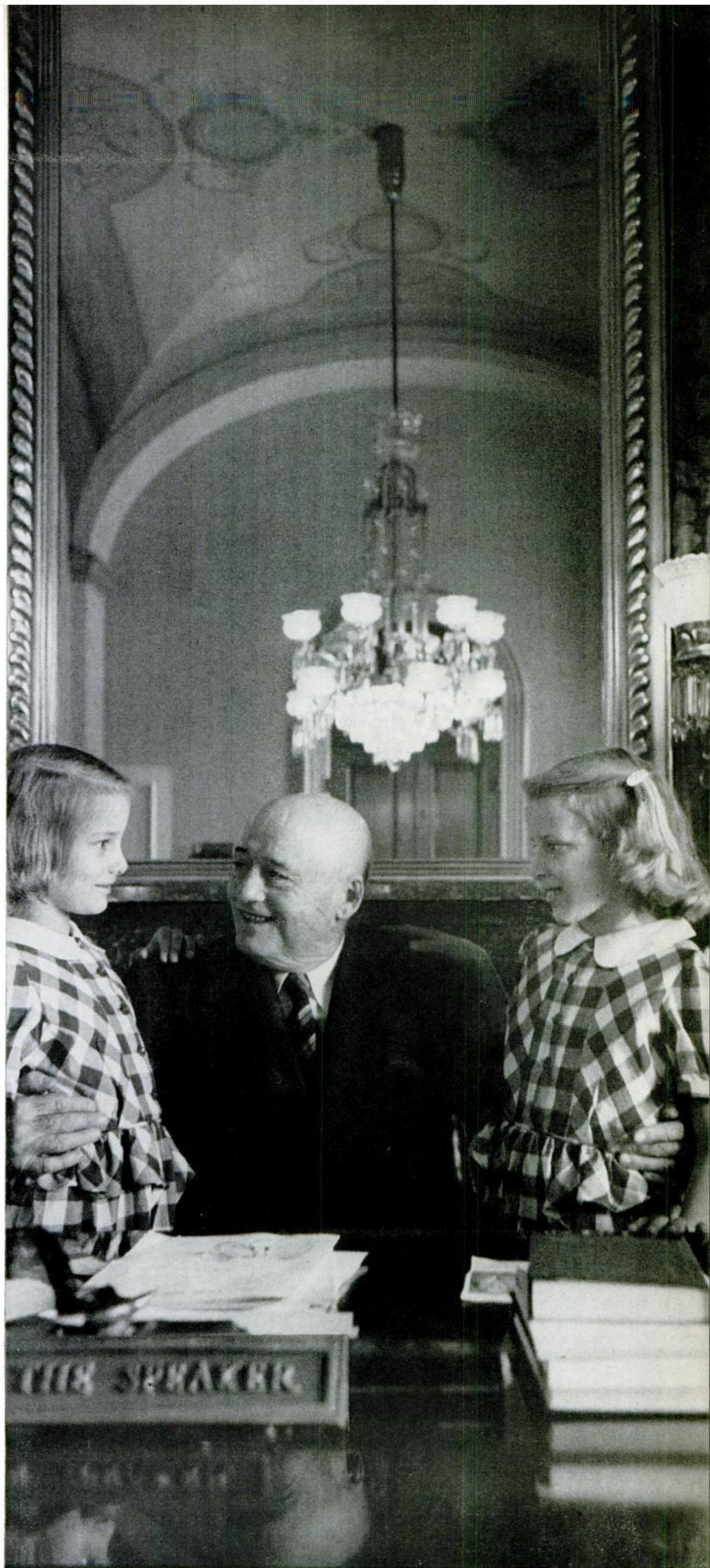


gestures) plane's "peeling off" characteristics to his friend Joe Barbaro, 13, while David's congressman father, Sterling Cole, talks to Air Force sergeant.

Luckiest Kids

open doors, famous people and big goings-on

the Capitol dome when the stairs happen to be closed, a flashlight and a police escort are quickly provided. Recently congressmen's sons have been guests of the Navy on weekend carrier cruises. Even the kids' social life is aided by the government. When they hold a dance the Marine Band provides the music. It is understandable that in an atmosphere like this many of them have thought about someday going into politics themselves. One congressional kid who has made this decision already is 9-year-old Mike McKinnon (*left*). "I'll see how long I can stay President," Mike says, "and then I think I'll become Vice President."



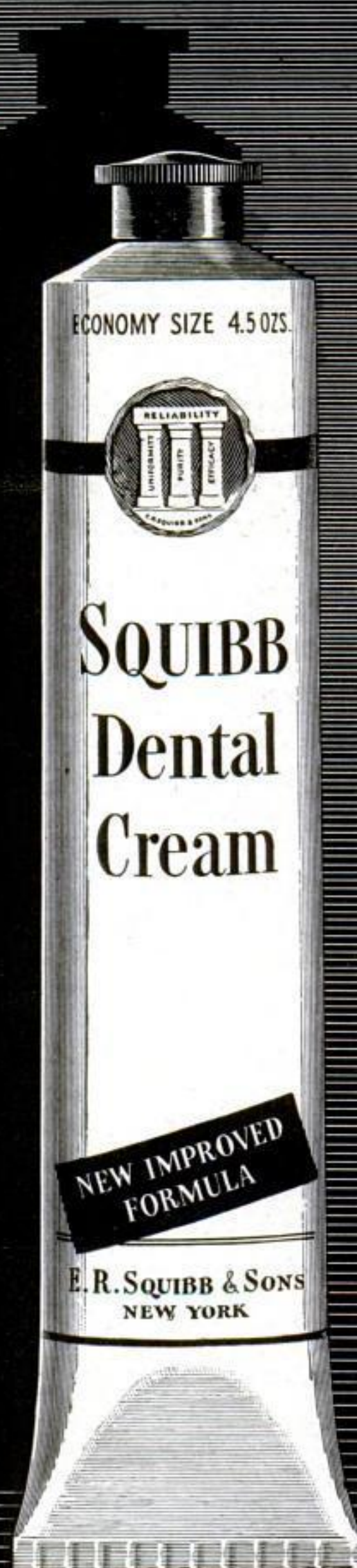
IN THE SPEAKER'S OFFICE Sam Rayburn hospitably puts his arms around Congressman Sydney Herlong's 10-year-old twin daughters Sydney and Dorothy. The one on right is Dorothy.

**3 reasons
for the
extra clean
feeling...**

action of magnesium hydroxide

real peppermint for taste and breath

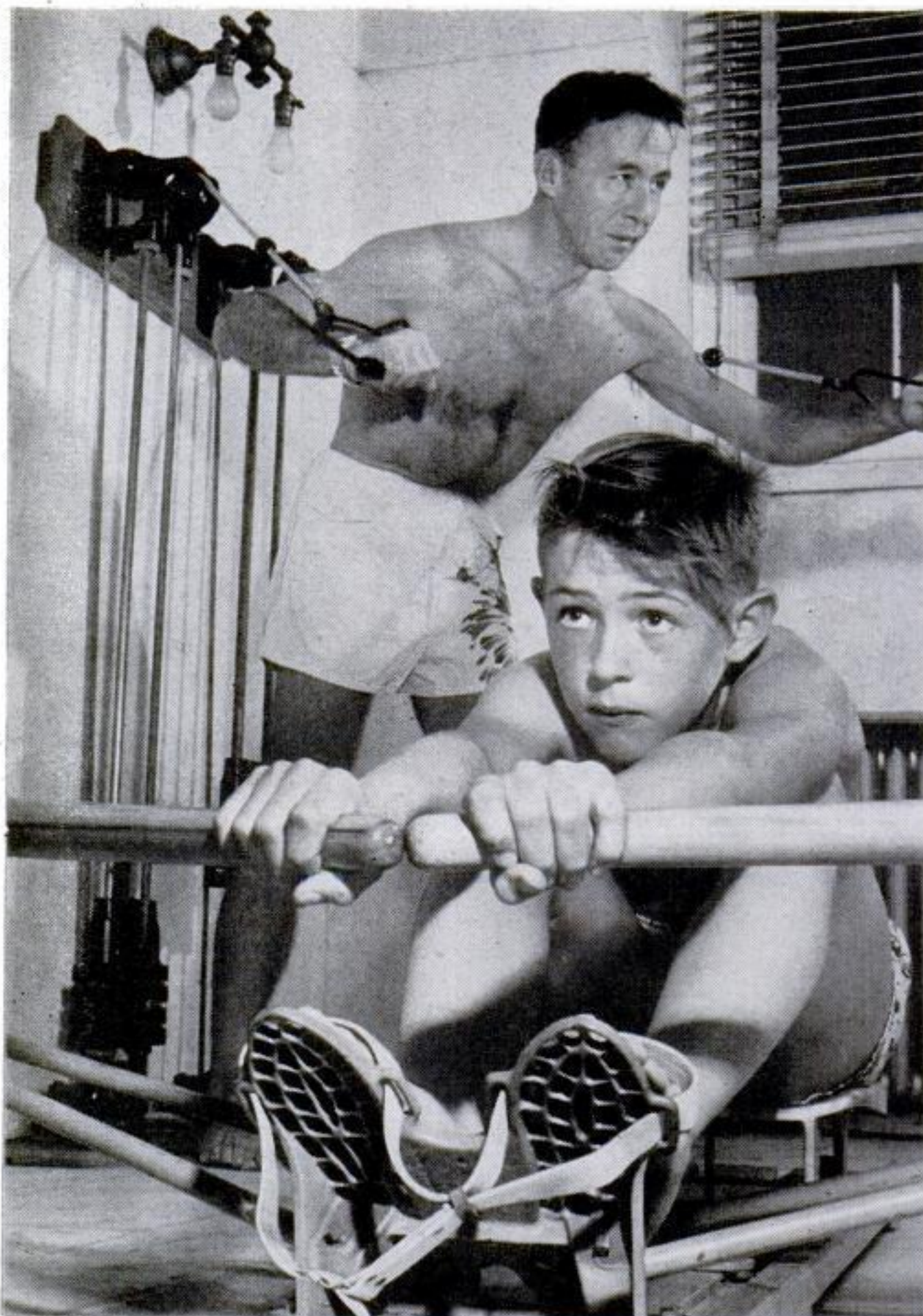
better penetration between teeth



The priceless ingredient of every product
is the honor and integrity of its maker



HOLDING \$125,520,000 is hit of 10-year-old "Lizzie" Johnston's visit to Bureau of Printing and Engraving. She is daughter of Senator Olin Johnston.



IN SENATE GYM "Buzzy" Cain, 9, works out on rowing machine while father, Senator Harry Cain, uses pulley weights before a swim in Senate pool.

ON TELEVISION

Thursday, June 9th*

**General
EISENHOWER'S
"CRUSADE in
EUROPE"**

**Chapter No. 6
THE AFRICAN
CAMPAIGN**



Explosive political situation in Africa
... Darlan assassinated ... British First
Army presses attack ... Allies stalled by
mud ... Historic meeting at Casablanca.

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in the following cities ...**

ATLANTA	MILWAUKEE
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CLEVELAND	PITTSBURGH
COLUMBUS	RICHMOND
DAYTON	ST. LOUIS
DETROIT	SALT LAKE CITY
ERIE	SAN FRANCISCO
FORT WORTH	SCHENECTADY
HOUSTON	SEATTLE
LOS ANGELES	SYRACUSE
LOUISVILLE	TOLEDO
MEMPHIS	WASHINGTON

* On different evenings in some cities.
See your newspaper for evening and time.

LIFE & TIME
The Weekly Newsmagazine
TELEVISION PRESENTATION

CONTINUED ON PAGE 151

"I lived in Milwaukee—
and I ought to know

*Blatz is Milwaukee's
Finest Beer"*

SAYS CHARLES WINNINGER
famous star of radio, stage and screen,



"In Milwaukee," Charles Winninger says,
"almost *everyone* is a star when it
comes to judging good beer...because
Milwaukee is the nation's premium
beer capital, and folks who live there have
their pick of the best. So when I tell
you that Blatz is Milwaukee's
finest beer, you can take my word for it.
I lived in Milwaukee—and I ought to know."

Blatz

BETTER TASTING BEER
FOR THE 98TH YEAR

A skeet-shooting champion and avid sportsman, Mr. Winninger proudly displays
his trophies at his San Fernando Valley ranchhouse. "And out in the refrigerator,"
he'll tell you, "there's always lots of Blatz. So help yourself to Milwaukee's *finest* beer."

MILWAUKEE'S *first* BOTTLED BEER

Copyright 1949, Blatz Brewing Co., Est. 1851 in Milwaukee, Wis.



Downstream Driving

Now your driving is downstream all the way—your car, with hydraulic power transmission, moves ahead as smoothly as a canoe on a quiet river...

In "downstream driving," oil can simplify your shifting... oil may even replace your gear box.

Shell Research scientists are in the middle of an "Industrial Revolution" which affects cars, trucks, and busses. The shift is now *away* from gears—and moving toward less and less work for you.

Through whirling oil in a *sealed* mechanism, power from the engine can be automatically tailored to the need—for starting,

pick-up, hills. Oil can shift or replace your forward gears. Power is s-m-o-o-t-h-l-y transmitted by oil.

Oil instead of gears? Shell's belief in this trend is shown in the steel and concrete of a new laboratory—first of its kind in the industry. Its purpose: to study all types of hydraulic power transmission, and develop fluids especially suited to each...

Shell's objective is the development of hydraulic fluids with longer service life, which will stand up equally well under sub-zero starts or the sizzling heat of long runs.

Establishment of a laboratory devoted exclusively to hydraulic transmissions

and fluids is only one way in which Shell demonstrates leadership in the petroleum industry, and in petroleum products.

Wherever you see the Shell name and trademark, Shell Research is your guarantee of quality.



*At this sign:
Products of
Shell Research*

©1949, SHELL OIL COMPANY
Incorporated

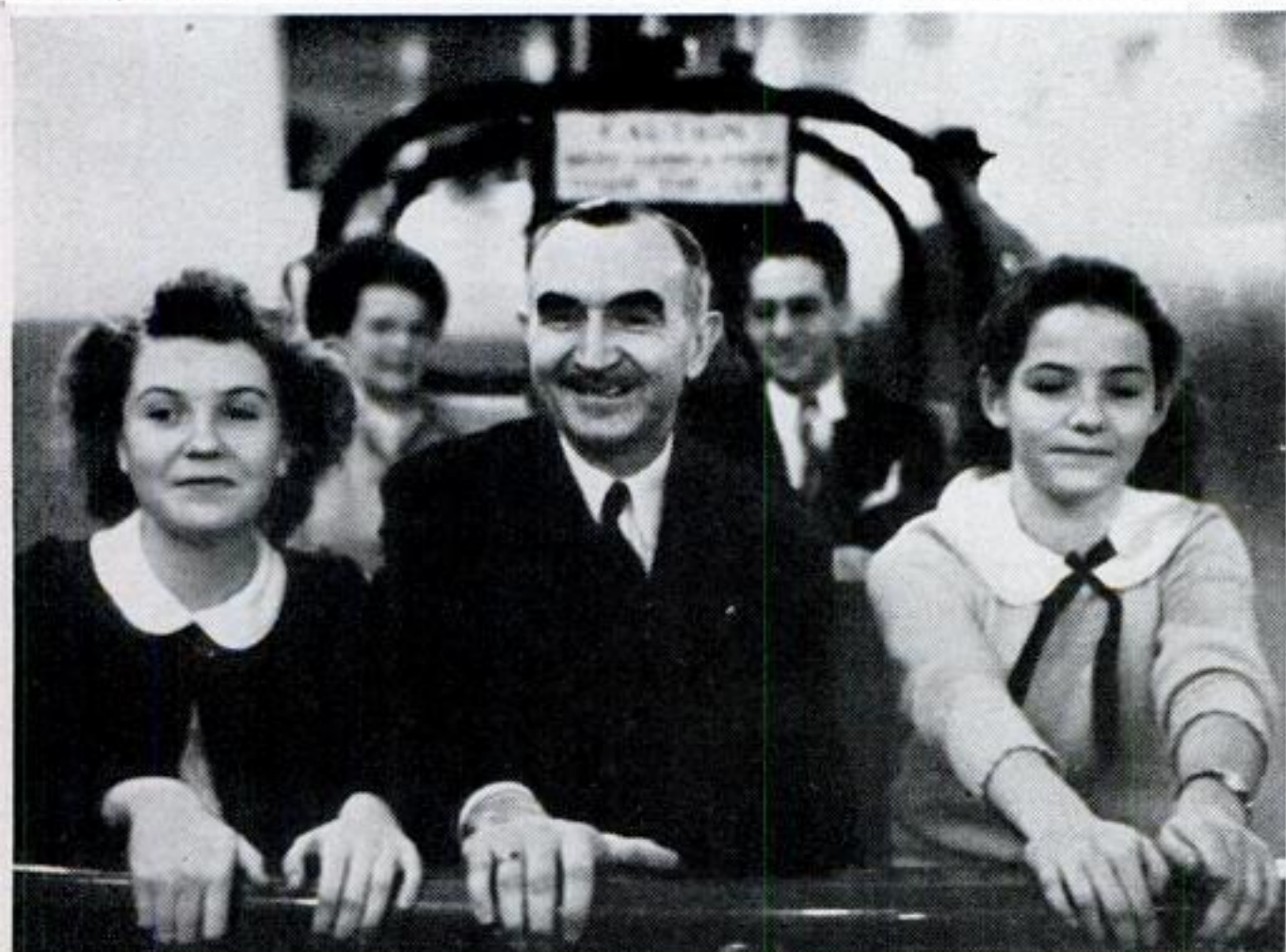
Congressional Kids CONTINUED



SENATOR MORSE'S DAUGHTERS Judy, 14 (*left*), and Amy, 13, listen in to private talk between father (*right*) and Senators Baldwin (*left*) and Ives.



IN COMMITTEE HEARING the girls sit right behind father, are briefed by him. In dull periods Judy made sketches of back of Senator Taft's head.



IN THE SENATE SUBWAY, a big favorite with all congressional kids, the girls ride with their father to have lunch in the exclusive Senate restaurant.

CONTINUED ON NEXT PAGE

Giving a Party?

**Hugh
Blaine**
— your
barman
in a
bottle
makes
party
giving
easy!

He offers
8 popular
cocktails:

MANHATTAN
65 proof

DRY MARTINI
65 proof

GIBSON
(very dry
Martini)
75 proof

SIDE CAR
60 proof

DAIQUIRI
60 proof

OLD
FASHIONED
70 proof

WHISKEY
SOUR
60 proof

STINGER
65 proof

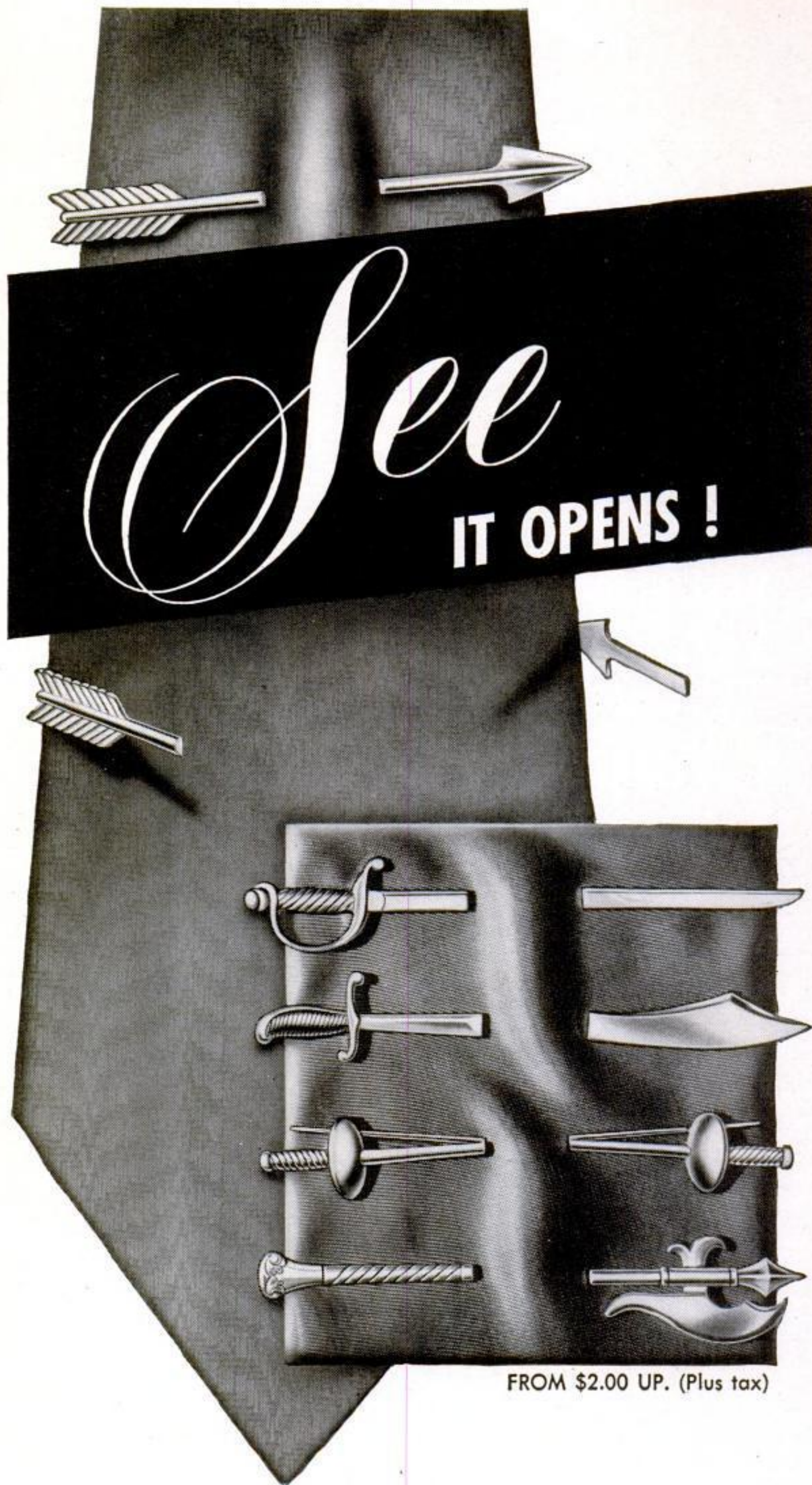


**Better Cocktails
with less work!**

Don't do it the hard way! *Do it the Heublein way!* Serve professional cocktails—made of the finest liquors by cocktail specialists. No fuss, no waste—just stir with ice and serve.

G. F. Heublein & Bro., Inc., Hartford, Conn.

HEUBLEIN'S Club COCKTAILS



FROM \$2.00 UP. (Plus tax)

OPENS to let tie in easily . . . snaps shut to hold it firmly. Men choose Anson the Grip-Clip that opens. Can't catch or tear the most delicate tie fabrics. For Father's Day . . . give Dad a new Anson to match his new tie.

ASK FOR THE ONE THAT OPENS!

Anson

MORE AND MORE MEN CHOOSE ANSON



SKATING AT THE CAPITOL, "Lizzie" Johnston waits for her senator father to finish his day's work and take her home. She also likes to poke around his office, and sometimes a colleague is startled to walk in, find that the senator is temporarily absent but that Lizzie is in his place, her feet up on the desk.



It makes "Early Morning Angels"

This new coffee flavor is a wonderful, wonderful, spirit-lifting success

Does getting Daddy up get him down? Then serve him a bedside cup of this heavenly new coffee. It's angel-making! Chase & Sanborn's new *Selecciones* Blend is a spirit-lifting sensation! You see, the flavor coffees in this savory blend are...

1. Hand-selected from shade-grown, pedigreed trees.
2. Hand-selected at the peak of ripeness.
3. Hand-selected before and after curing.

No wonder it's so delicious. Try it! If you don't think the new Chase & Sanborn "Selecciones" Blend is the best coffee you ever tasted, just send us the unused portion and we'll give you double your money back.

Get your pound today! (It's vacuum-packed, of course.) And long live your family of early-morning angels!

Products of Standard Brands Incorporated, 595 Madison Avenue, N.Y. C.

Wonderful Coffee in 2 Seconds!

Chase & Sanborn's new Instant Coffee Product costs about a penny a cup...no pot...no grounds...no waste...no wait!



The New Chase & Sanborn

A New Secret Blend
—“Selecciones”



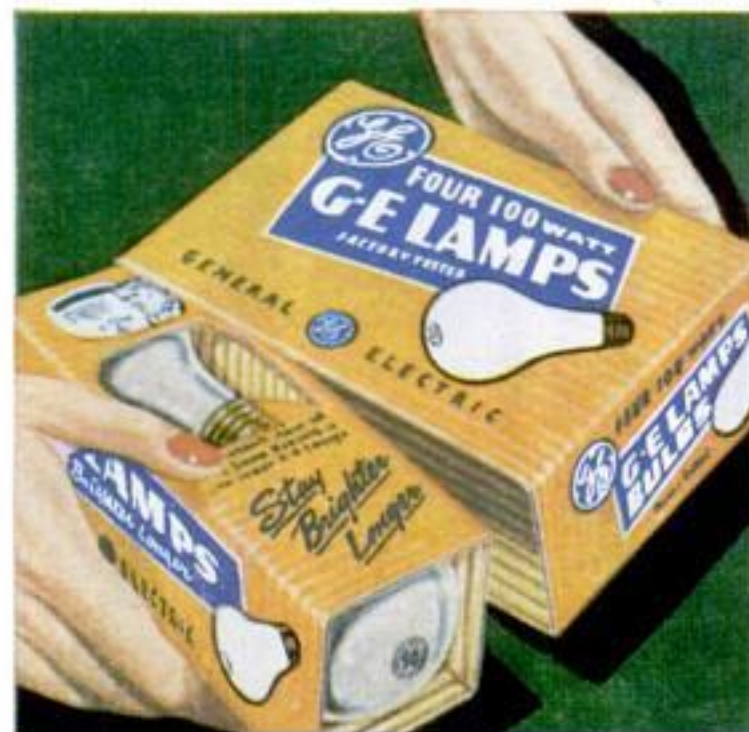
A kitchen that's always in a party mood



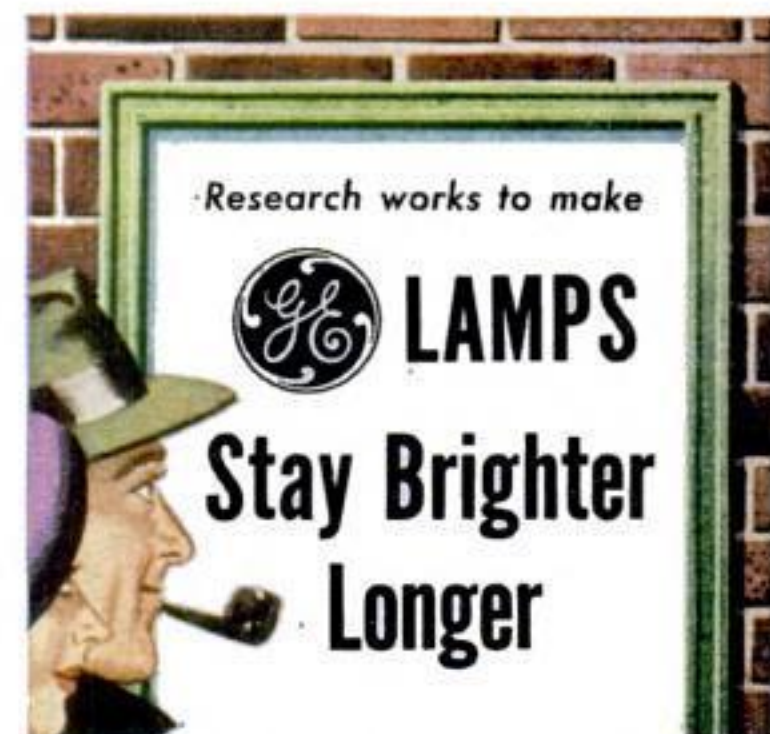
You'll find the light of the party right in this bright, sparkling kitchen! With cheerful General Electric fluorescent lighting it's easy to prepare everything a party needs. Two 40-watt G-E lamps in the ceiling fixture **1** give soft, cool light—make the kitchen so cheerful it's a problem to keep guests out!



Bright idea—G-E 40-watt fluorescent lamps under the cabinets **2** and over the sink **3** to light work areas. No need to stand in your own shadow while making the "fixings" for parties or meals! And General Electric fluorescent lamps cost as little as a dollar for the 40-watt size.



To light the corner breakfast nook, a G-E 100-watt lamp **4** is just the ticket! Keep a supply always handy to replace burned-out bulbs. Get them in this new, convenient 4-lamp package that's so easy to buy, store and use. Only 60¢ for four 100-watt bulbs at your General Electric dealer's.



Remember when you buy lamps to look for General Electric. It's your assurance of quality at a low price. Plenty of G-E lamps—both fluorescent and incandescent—are now available. See your friendly General Electric dealer today! Popular 60-watt only **12¢**

List prices subject to Federal Tax.

You can put your confidence in—

GENERAL  ELECTRIC



A CUSTOMER SMILES AS SHE GETS A PROGRAM ON HER HUMMING HAT

RADIO HAT

Two-tube set plays fine but looks ridiculous

The odd radio contraption shown here is the latest and silliest contribution to listeners who feel compelled to hear everything on the air—a set you can wear on your head. Its visible parts—two tubes, an earphone, a tuning knob, an antenna and a pocket battery—are presumably responsible for its name, the Man from Mars Radio Hat. It has an average range of 20 miles and sells for \$7.95. All these pictures were taken when the hat went on sale recently in a big New York department store and graphically illustrate the kind of reception it got. For women, who may be unnerved by the look of these sets, more ladylike radio hats are already being designed, involving ribbons and feathers.



WITH HIS HAT ON BACKWARD, A CUSTOMER FUMBLES FOR THE TUNING KNOB

CONTINUED ON NEXT PAGE



Keep Cooler—in MARK TWAIN'S "Open Window" Mesh Shirts

Yes, you'll be cooler by far in this wonderful Mark Twain "Open Window" Mesh. There are sport styles and dress styles. Short sleeves and long. Every one feels like it has a thousand tiny windows in it—all open. In blue, tan, maize, gray, ivory, Nile, helio and white. Sanforized, of course.

Write Dept. "G" for your dealer's name.

Buy by
name—
buy...

MARK TWAIN
Shirts

ELDER MANUFACTURING COMPANY • SAINT LOUIS
Manufacturers of MARK TWAIN SHIRTS for Men
and TOM SAWYER Apparel for Real Boys

A Great Gift for a
Grand Guy
HAGGAR SLACKS



Haggar Slacks... a surprise gift idea for Dad... so practical that you'll wonder why you hadn't thought of it before. Most Dad's neglect their own casual wardrobe... that's why they always need another pair of slacks... that's why better looking—better fitting Haggar Slacks are sure to make a hit with Dad. At better stores everywhere... about \$5.95 to \$14.95.

If you don't know Dad's size or color preference give him a Haggar Slack-Pak with Gift Certificate—let him choose his own.



HAGGAR CO. . . DALLAS, TEXAS

HAGGAR
Slacks

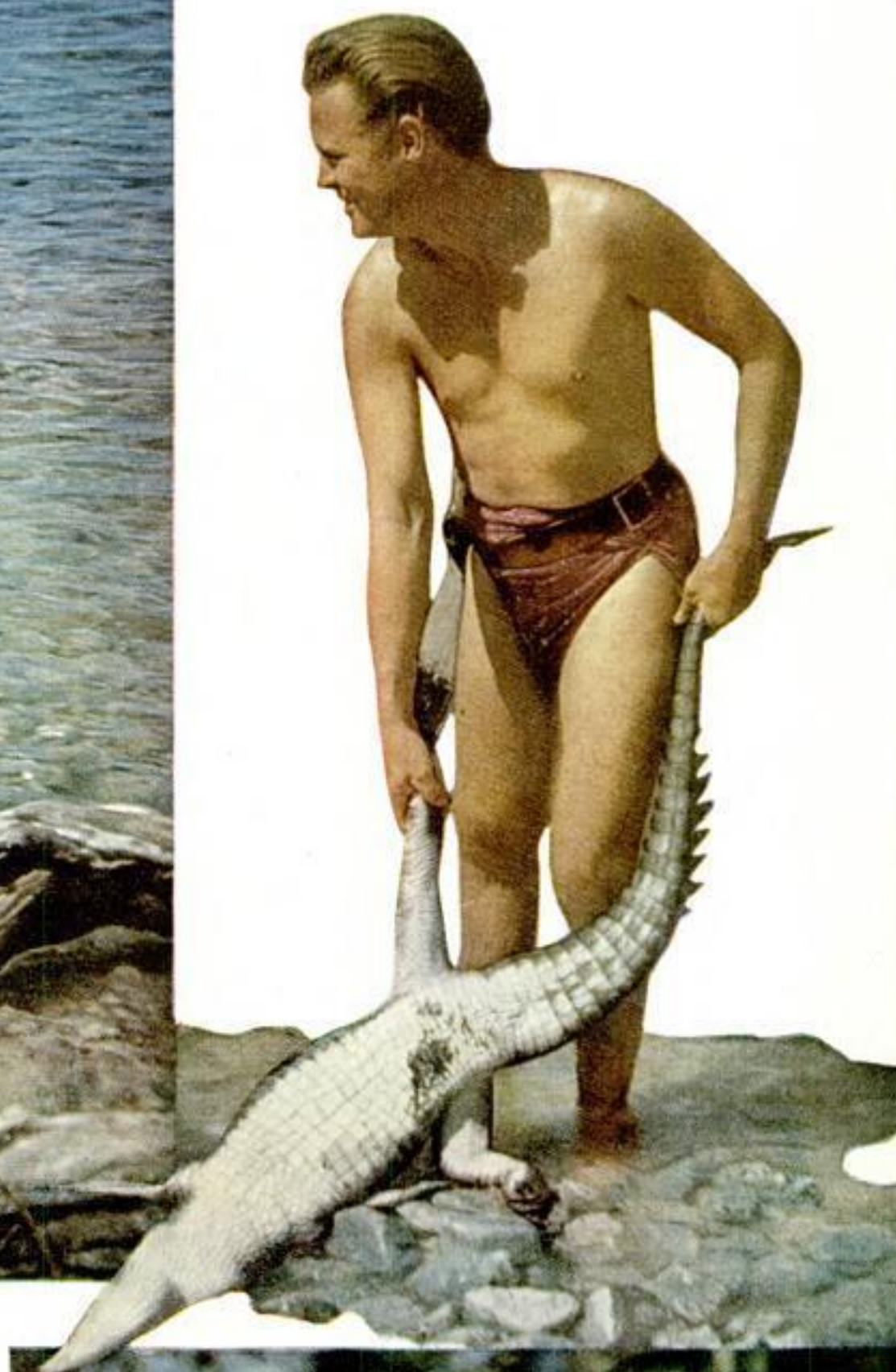
Radio Hat CONTINUED



PROSPECTIVE PURCHASERS, exhibiting wonder, skepticism and awe try out radio hats in a New York department store. The volume can be controlled by turning either the circular antenna, the tuning knob or one's head.

Cayman Hunt in HAITI

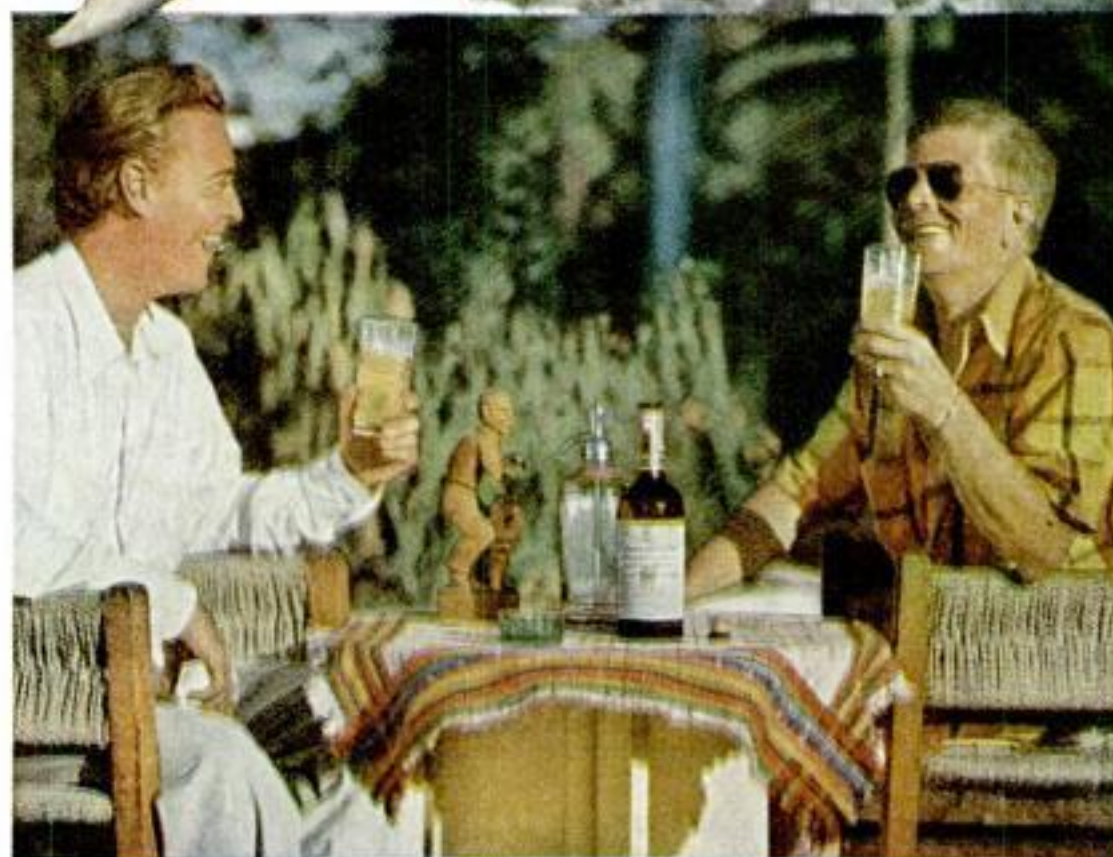
1 "Tough as a crocodile, fast as a lizard, vicious as a cobra . . . that's a cayman," writes Herbert Greismann, a friend of Canadian Club vacationing in Haiti. "For a week I stalked caymans at Lac Azui with my host, Maurice DeYoung. When we spotted three along the shore, Maurice climbed into the water for a steady shot. He had to hit the only vulnerable spot on that big bull cayman . . . the eye . . .



2 "Bull's-eye! Any other hit on that armor-plate hide just makes a cayman mad. When only wounded, he'll often charge like lightning and he can tear off a man's leg with those cruel teeth. Did I aim carefully when my turn came to shoot!



3 "What a bag of handbags! We got three caymans, all with fine hides. Just as beautiful as they are tough, the hides make such handsome leather that cayman handbags fetch fancy prices in American shops. We returned triumphantly to Port-au-Prince with the makings of a dozen expensive handbags between us . . .



4 "This is good hunting, too! I said when I called for the best in the house at the Grand Hotel Oloffson which Maurice owns. For they brought out my favorite whisky . . . Canadian Club.

5 "You never have to hunt far for Canadian Club," said Maurice. "My most widely traveled guests tell me it is so famous that they expect to find it all over the world and they're seldom disappointed. So at my hotel I always have Canadian Club handy when guests call for the best in the

house!" Why this worldwide popularity? Canadian Club is light as scotch, rich as rye, satisfying as bourbon. You can stay with it all evening long . . . in cocktails before dinner and tall ones after. That's what made Canadian Club the largest-selling imported whisky in the United States.

IN 87 LANDS NO OTHER WHISKY TASTES LIKE

Canadian Club **MADE IN CANADA
BY
HIRAM WALKER**

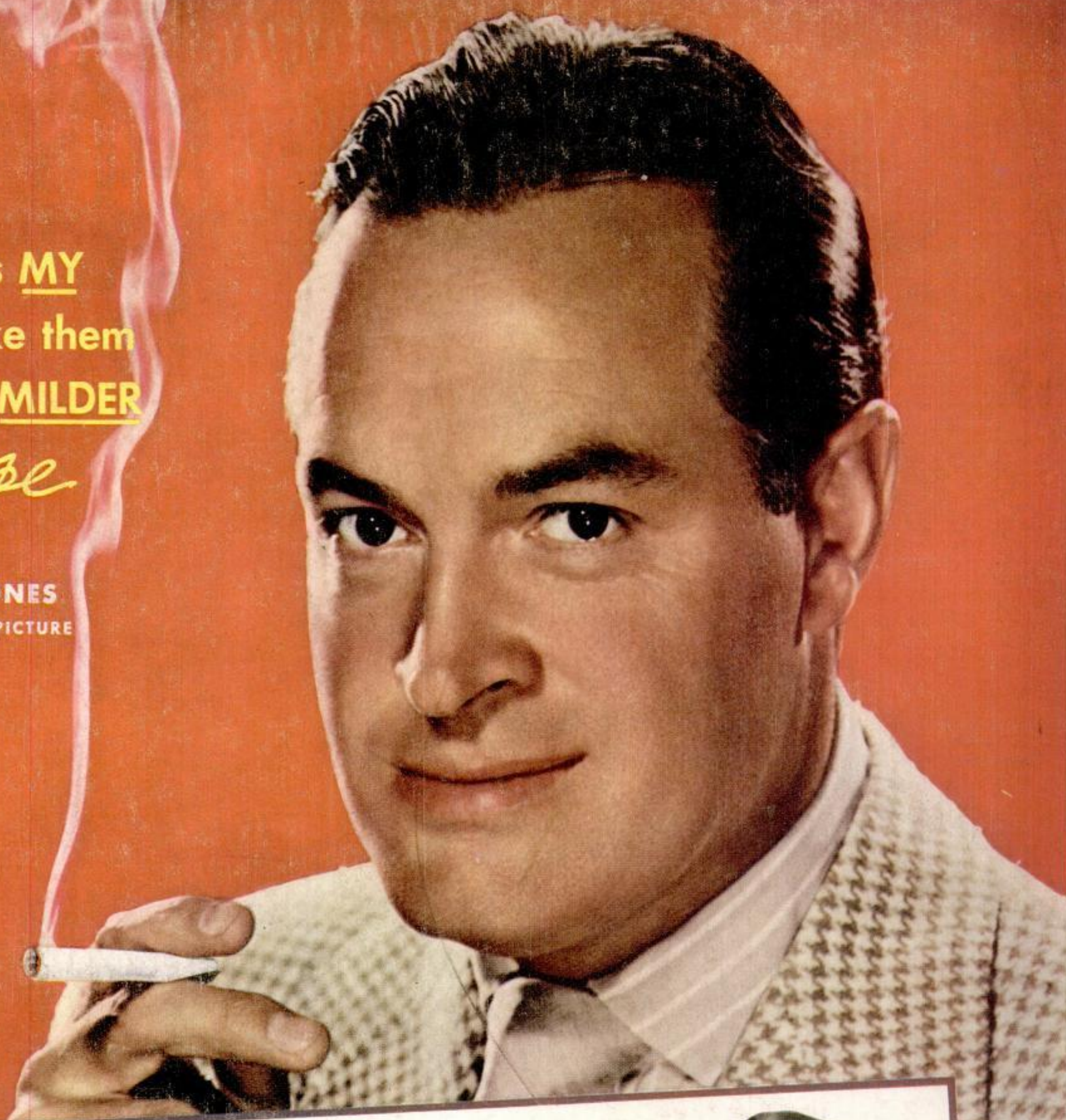
Imported from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Ill. Blended Canadian Whisky. 90.4 proof



Chesterfield is MY
cigarette, I smoke them
because they're MILDER

Bob Hope

STARRING IN
SORROWFUL JONES
HIS LATEST PARAMOUNT PICTURE



**PROMINENT TOBACCO FARMERS
SMOKE CHESTERFIELD**

WILLIAM P. WISEMAN, DANVILLE, VA. says:

"I've been smoking Chesterfields ever since I've been smoking. I like their taste and real mildness. They pay top prices for the best cigarette tobacco."



A ALWAYS **B** BUY 'EM BY THE CARTON *SAVE TIME SAVE TROUBLE SAVE MONEY*

CHESTERFIELD

MAKE **YOURS** THE **MILDER** CIGARETTE... *They Satisfy*